



World Snowboard Federation

General Assembly 2014

Meeting Minutes

(minutes captured in blue)

30th May – 1st June 2014

Barcelona, SPAIN



Program for the weekend

Friday, 30th of May 2014

08:00	Strategy meetings WSF and TTR Board Members	Meeting room Nr. 3
09:30	WSF Board of Directors (BoD) Meeting	Salon Nr. 7
13:00	Lunch	Abrassame Rest.
14:30	WSF GA: Welcome & Session Part 1	Salon Nr. 7
18:00	Presentation Outdoor Sports Valley	Salon Nr. 7
20:30	Dinner	in town

Saturday, 31st of May 2014

08:00	WSF GA: Session Part 2	Salon Nr. 7
11:00	TTR/IMG Meeting: New Tour Structure	Room Utrillo
13:00	Lunch	around the hotel
14:30	WSF/TTR Joint Session (WCS 2016 / Future Plans)	Room Utrillo
16:30	WSF GA: Session Part 3	Salon Nr. 7
20:30	Dinner & Social Activity	in town

Sunday, 1st of June 2014

10:00	WSF BoD Meeting and individual meetings	Meeting room Nr. 6
13:00	GA Closing	

Attendees of the WSF General Assembly 2014

Wordsworth	Ben	Australia
Trojer	Meinhard	Austria
Olivetto	Marcelo	Brazil
Furkov	Ivan	Bulgaria
Malamov	Atnas	Bulgaria
Hills	Steven	Canada
Joncas	Robert	Canada
Deller	Miriam	China
Bocek	Jaroslav	Czech Republic
Andersson	Mika	Finland
Carnet	Bruno	France
Forsans	Remi	France
Mulliez	Justine	France
Kilvinger	Boris	Germany
Walberer	Pete	Germany
Szasz	Peter	Hungary
Benediktsson	Fridbjorn	Iceland
Thorvaldsson	Jon Vidar	Iceland
Sampaoli	Marco	Italy
Zanetti	Jimmy	Italy
Zucchiatti	Silvia	Italy
Shigeru	Ishihara	Japan
Arlauskas	Remigijus	Lithuania
Bat	Badraa	Mongolia
B.	Battulga	Mongolia
Willmott	Tom	New Zealand
Flatum	Cecilia	Norway
Watson	Lisa Mari	Norway
Strittmatter	Anna-Maria	Norway
Garcia	Sandro	Peru
Jacek	Milas	Poland
Stetsenko	George	Russia
Hermely	Julius	Slovakia
Hlinican	Marek	Slovakia
Iztok	Kvas	Slovenia
Iztok	Sumatic	Slovenia
Danielsson	Olle	Sweden
Giger	Denis	Switzerland
Giger	Sacha	Switzerland
van Meel	Guido	Switzerland

AGENDA

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2. Appoint 2 persons to confirm and sign the minutes.	5
3. Approve the votes.	5
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5. Appoint the scrutineers for the period of the Assembly (checking votes).	5
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1. Appoint a secretary to take the minutes.

Silvia Zucchiatti, Italy
Pete Walberer, Germany

2. Appoint 2 persons to confirm and sign the minutes.

Bruno Carnet (FRA)
Denis Giger (SUI)

3. Approve the votes.

The GA approved the votes.

4. Approve the Agenda.

The GA approved the Agenda.

5. Appoint the scrutineers for the period of the Assembly (checking votes).

Boris Kilviner, Germany
Marco Sampaoli, Italy
Anna-Maria Strittmatter, Norway

6. Approve the minutes of the previous GA.

The GA approved the minutes of the GA 2013.

7. Report of the Board and the Committees.

7.1 WSF Board Members

Below is the WSF Board following the election at the General Assembly in Prague 2013:

Marco Sampaoli, Italy	President
Cecilia Flatum, Norway	Vice-president
Meinhard Trojer, Austria	Vice-president
Shigeru Ishiara, Japan	Treasurer
Danny Buntain, Canada	Board member
Sandro Garcia, Peru	Board member
Boris Kilvinger, Germany	Board member – resigned
Olle Danielsson, Sweden	Provisional board member

7.2 WSF Committees

A) Event Committee:

Meinhard Trojer, Austria - Chairperson
Marco Sampaoli, Italy
Jimmi Zanetti, Italy
Shigeru Ishihara, Japan
Jarda Bocek, Czech Republic
Henrik Thorsen, Norway

A a) Event Sub-Committee - Ranking

Tor Svenson, Netherlands - Chairperson
Henrik Thorsen, Norway
Olle Danielsson, Sweden
Leo Addington, Canada
Mike Jankowski, USA
Antti Koskinen, Finland
Guido Can Meel, Switzerland
Lesley McKenna, Great Britain

A b) Event Sub-Committee – World Rookie Tour

Trojer Meinhard, Austria - Chairperson
Marco Sampaoli, Italy – Press & Communication
Jimmi Zanetti, Italy – TD & Riders' Contact
Shigeru Ishihara, Japan

A c) Event Sub-Committee - Banked Slalom

Shigeru Ishihara, Japan - Chairperson
Serge Dupraz, France
Bob Klein, USA
Flynn Seddon, Canada
Bruno Carnet, France

B) Para-Snowboard Committee

Danny Buntain, Canada – Chairperson
Courtney Pollock, Canada – Classification Advisor
Bibian Mentel, Netherlands – Athlete Advisor

C) Education Committee

Annika Bodemar, Norway – Chairperson
Meinhard Trojer, Austria
Lise Mirja Øieren, Norway
Anna-Maria Strittmatter, Norway

D) Controlling Committee

Jarda Bocek, Czech Republic – Chairperson
Bob Joncas, Canada
Bruno Carnet, France

E) WSF/TTR Committee

Cecilia Flatum, Norway – Chairperson
Meinhard Trojer, Austria
Marco Sampaoli, Italy

Reto Lamm, TTR
Dagfrid Forberg, TTR
Maria McNulty, TTR

F) Governance Committee

Sandro Garcia, Peru – Chairperson
Danny Buntain, Canada
Anna-Maria Strittmatter, Norway
Rémi Forsans, France
Steven Hill, Canada

G) Medical Committee - work in progress

Jørn Torjussen, Norway – Chairperson

7.3 Report of the Board

Board meetings.

The Board had eleven (11) meetings; eight (8) of those meetings were conducted via Skype. The in-person meetings were held in Prague, CZE in June 2013 and in Zurich, SUI in September 2013. The Board will meet before the General Assembly (GA) 2014 in Barcelona, ESP. Agendas and supporting document have been sent to each Board member prior to the meetings, and minutes were taken and approved from all meetings. All minutes were sent to the Controlling Committee.

Marco Sampaoli (WSF President) presented the Board meeting report to the GA.

New member nations in WSF.

MONGOLIA and ICELAND were approved by the Board as NEW provisional member National Snowboard Associations (NSA) in WSF. The application from CZECH REPUBLIC was replacing the former membership with a new association and was approved by the Board.

The provisional members have to be formally approved by the GA 2014. The WSF now has 44 member nations (3 members are provisional members and have to be approved by the GA 2014). A list of all of the member nations can be found on the WSF website here:

<http://www.worldsnowboardfederation.org/sections-viewarticle-19.html>

World Championships of Snowboarding 2016 in Yabuli, China.

The preparations of the World Championships of Snowboarding (WCS) 2016 in Yabuli, China are on track with the proposed working schedule. In December 2013, a delegation of TTR, WSF, WCS Board of Directors (BoD) and consultants travelled to China to meet the Yabuli team to finalize the contract with all of the appendices. The WSF was represented by the Vice-President, Meinhard Trojer, Treasurer, Shigeru Ishihara, and by the President of the

China Snowboard Association, Wang Lei. A detailed report of the trip is available by request to the WCS Company.

The proposal for the WCS 2016 qualification criteria will be presented during the General Assembly (GA). The presentation will include information about the national quotas with the opportunity for an open discussion amongst the NSAs to consider such elements as the Chinese VISA request process.

Meinhard Trojer (AUT) and Reto Lamm (TTR President) presented and update about the WCS 2016 in the WSF/TTR joint sessions (see Appendix for PowerPoint Presentation).

WSF & EuroSIMA Meeting during ISPO 2014.

For the second year, the WSF and the Mountain Division of the European Surf Industry Manufactory Association (EuroSIMA) organized a joint meeting during the International Sporting Goods Trade Show (ISPO) 2014 in Munich, GER. The meeting gathered delegates from the NSAs and managers from the international snowboard industry to exchange ideas and discuss topics of common interest. Topics included: Recruitment and promotion of grass roots level snowboarding and girls snowboarding.

Boris Kilvinger (GER) presented the ISPO report to the GA.

Meinhard Trojer (AUT) stressed the strong needs of the industry to know about the grass root projects taking place in the NSAs.

WSF Insurance.

Since February 2014, the WSF has an insurance policy in place, which insures all sanctioned WSF Events for an insured sum of 5 Million Euros for personal and property damages. The so-called "Vereinshaftpflicht-Versicherung" is bought from the German Insurance Company AXA, Köln.

Since this insurance is only applicable to the WSF as an association, the NSAs are still responsible to maintain their own insurance for the events they host in their Nation. The WSF BoD strongly encourages the NSAs to have their own valid event insurance.

Marco Sampaoli presented the WSF insurance.

New event to partner with WSF: European Freeride Festival 2015.

Following its task to create a stronger network of cooperative NSAs and event organizers, WSF encourages its member to submit new event ideas to develop together. Two examples of such a cooperation are the World Snowboard Day and the World Rookie Tour. Most recently, WSF partnered with a brand new event dedicated to backcountry riding all over Europe: the "European Freeride Festival" to be held in Livigno, Italy, from January 31st to February the 4th 2015. The event has already been confirmed until 2017.

WSF will be the institutional partner of the event and its reference body among the snowboard community. During the event program (still to be defined and announced) there will be several opportunities for promotion of the WSF. Promotion will be available through communication programs and banner exposure on location. In addition, there will also be the possibility to host a Forum/Workshop about the future development of freeride events within its network of NSAs and contacts in the snowboard community/industry.

EUROPEAN FREERIDE FESTIVAL

Preliminary information about the European Freeride Festival in Livigno.

With the **Livigno Freeride Project** being launched last autumn 2013, the powder culture has been already significantly strengthened in the top Italian resort: the backcountry routes have been increased with a particular focus on the discipline preparatory areas, the daily avalanche bulletins, new itineraries for snow rackets and ski touring, heliski services and free workshops with local Mountain Guides in order to find out the equipment and the self-help techniques. An exclusive and innovative initiative among the European alpine resorts which expresses Livigno's willpower to make freeride accessible to everyone.

'Organising an international event dedicated to freeride is the natural evolution of our effort in this direction.' Stated **Luca Moretti**, President of Livigno Touristic Promotion company. *'Hosting the European Freeride Festival we would like to give everyone the opportunity to approach the freeride world, spreading the culture and awareness of this practice with safety'.*

The European Freeride Festival will be open to everyone. Ski, snowboard, telemark, ski touring and further disciplines will be added starting from the second edition in 2016. From expert athletes to curious newbies, every powder-passionate person will find a place during this groundbreaking event. The programme will offer competitive moments with **freeride and ski touring contests** open to ski, snowboard, telemark, men and women, pro and amateur categories, as well as **guided tours** and the possibility of **Heliski** tours for the most exigent participants.

A **Freeride village** will be hosted in cooperation with the Pro Shop Test to try all the season technical products, Freeride Camps for all levels, from basic to advanced workshops with guides and experts to teach how to deal with the most difficult paths.

The **Freeride Film Festival** will enliven the evenings and there will be parties and other social activities to meet other passionate people from all over Europe as well as international guests. Other activities and topics are still to be announced.

The **2015 European Freeride Festival** date has been strategically placed between the end of Burton European Open in Laax, SUI and the start of ISPO trade-fair in Munich, GER (February 5-8), during the Freeride World Tour European stops, in order to allow passionate people, professionals, media and pro athletes to participate. The organisation will offer a **bus service from Livigno to Munich** on February the 4th to support the sector professionals in their travel to ISPO. An international team is working on the organisation of 2015-2017 European Freeride Festivals in Livigno, with the mission '*Freeriding for All*' to promote the mountain culture along safety for everyone.

European Freeride Festival Contacts:

web: www.europeanfreeridefestival.com

mail: info@europeanfreeridefestival.com

fb: www.facebook.com/EuropeanFreerideFestival

Marco Sampaoli presented the plans for the European Freeride Festival 2015 to the GA (see Appendix for PowerPoint Presentation) and invited all NSAs to be part of the project.

7.4 Snowboard activities in 2013 – 2014.

World Rookie Tour.

The World Rookie Tour (WRT) is the only worldwide youth tour in competitive snowboarding, recognized by riders, industry, and the media as the largest and most important youth snowboard project at the international level. Four out of the 12 finalists at the Slopestyle event at the 2014 Olympic Winter Games in Sochi, RUS had previously been World Rookie Champions.

What happened this Season?

The Tour was in its 9th year this season. It was again a difficult season. Out of the 10 planned stops, we had to cancel two due to weather conditions. On the positive side, we were able to add another pipe event on the tour in Avoriaz, FRA.

After the decision by the GA 2013, this season we separated the Rookie and Grom ranking for qualifications to the finals. The result was positive.

The WRT is continuing to expand its mission to provide young snowboarders from around the World a fair and clear opportunity to become a professional snowboarder without compromising the fun of the sport.

Only WSF member NSAs have the right to organize a Rookie Fest Tour stop; however, NSAs are able to contract other event organizers to run the event, if it is in cooperation with the NSA.

International Tour stops 2013-14

- Australia Rookie Fest – 22.-23.08.2013 Thredbo, Australia
- South America Rookie Fest – 16.-20.08.2013 Valle Nevado, Chile
- Transilvania Rookie Fest – 17.-19.01.2014 Arena Platos, Romania
- World Rookie Fest – 06.-11.01.2014 Livigno, Italy
- French Fries Rookie Fest HP&SST – 01.-03.02.2014 Avoriaz, France
- Trentino Rookie Fest HP&SST – 19.-23.02.2014 Monte Bondone, Italy
- *Indy Park Banzai Rookie Fest – Japan – cancelled due to weather conditions*
- Ride East Rookie Fest – CZ - cancelled due to snow conditions
- Bulgarian Rookie Fest – 22.-23.03.2014 Pamporov, Bulgaria
- Völkl World Rookie Finals – 02.-06.04.2014 Ischgl, Austria

Over 600 riders (420 boys, 102 girls) across 26 Nations competed on the WRT during the 2013-2014 season.

Plans for the 2014-2015 WRT

The goal for next season is to:

- Concentrate on ensuring at least one stop in North America
- Going on with more HP Rookie Fests integrated into the tour

- Extend and improve the homepage www.worldrookietour.com and online communications.
- TO HAVE A GREAT 10th EDITION OF THE WORLD ROOKIE TOUR

How can Riders qualify for the finals?

The title of World Rookie Champion will be awarded to the winner of the World Rookie Finals. This event is reserved to the following riders:

- All riders that finished on the podium (top 3) from a previous Rookie Fest, both male and female, Rookie and Grom age groups
- Selected riders from NSAs: each nation has a national quota of five (5) riders (2 male rookies, 1 female Rookie, 1 male and 1 female Grom).
- The top 20 riders from the World Rookie Ranking at the end of March + the top 10 riders from the Grom Ranking
- The riders inscriptions have to be submitted by the official WSF member nation only

Meinhard Trojer (AUT) presented the report and plans for the World Rookie Tour to the GA.

World Snowboard Day 2013.

The 8th edition of the World Snowboard Day (WSD) organized by EuroSIMA, the World Snowboard Federation and Outdoor Sports Valley took place on December 22th 2013.

Marco Sampaoli introduced the report of the WSD, a dedicated day to snowboarding around the world for celebrating the sport (see Appendix for PowerPoint Presentation).

In 2013, there were 114 events in 30 countries which is less than the year before due to the decrease of the market flow.

Remi Forsans (FRA) informed the GA that ISPO resigned as sponsor for the WSD and therefore, a new sponsor for 2014 must be found. Marco Sampaoli ensured that WSF will support the WSD to find a new sponsor.

Events & Ranking in WSF.

The total number of events uploaded onto the ranking system through the WSF

	2011-2012	2012-2013	2013-2014
Nations	20	27	19
1Star	47	46	54
2Star	61	69	62
3Star	45	26	26
Total	153	141	142

WSF National Rankings System.

The WSF ranking platform was developed by the WSF to be used by the NSAs for their national rankings for all formats - girls and boys and for three different age groups. Ten (10) NSAs (Australia, Argentina, Austria, Czech Republic, Finland, France, Italy, Norway, Peru and Sweden) used this ranking this season.

World Rookie Rank.

The WSF World Rookie Rank is an international ranking for riders under the age of 18 years old. The Rank was used as a qualification to the Völkl World Rookie Finals in Ischgl, Austria. The total number of riders on the ranking, as of the 15th April was 499 boys (+ 19% from 2013) and 138 girls (+ 38%).

After it was decided by the GA 2013, a Grom and a Rookie filter in the World Rookie Rank was introduced and technically realized. The World Rookie Ranking includes three different types of overviews, now.

- | | |
|--------------------------------|--|
| 1. World Rookie Ranking | - only Rookies |
| 2. World Grom Ranking | - only Groms |
| 3. Word Rookie Ranking overall | - all riders under 18 years (Rookie + Groms) |

The rankings are separated into gender classes for boys and girls.

The 20 best of the Rookie Rank and the top 10 on the Grom rank qualified to the World Rookie Finals.

It is recommended and encouraged that all NSAs agree on using the same ages for the classification of Rookie and Grom riders as set by the WSF – Rookie under 18 and Grom under 15.

Pete Walberer (GER) presented the report of the Events & Rankings to the GA.

The GA stressed the decrease of nations in which 1-2-3 star events have been carried out the past season (loss of 8 nations compared to the season before) and worked out the following reasons:

- Event organizers are lacking sponsors due to the bad market situation
- Since 2013.14 was an Olympic Season, the focus on from the nations was on Sochi 2018

Guido van Meel (SUI) brought forward that the communication between WSF event coordination and the event organizers must be improved. As well, the WSPL should be made much more aware to the NSAs.

Iztok Sumatic (SLO) brought forward that the event organisers have a lot of expenses (fee, prizes and logistics) which only can be covered if enough riders participate at the events. Iztok encouraged WSF to support event organizers by recruiting more riders to the 1-2-3 star events. WSF should use its contacts in order to push riders (especially Groms and Rookies) to

show up on smaller events. This will help smaller events in smaller nations to cover their costs and include events into the WRT on 1-2-3 star level.

The GA gave a mandate to the WSF Event Committee to follow up with the nations and evaluate why the nations that were involved in the past, did not organize 1-2-3 star events in 2013.14 and to work out a strategy on how to increase the number of events in all nations.

Para-Snowboard.

Para-Snowboard continued to be managed by the International Paralympic Committee (IPC) through the IPC Alpine Sport Technical Committee (STC). The IPC hosted seven (7) World Cup competitions during the 2013-14 season. In addition, Para-Snowboard made its first appearance in the Winter Paralympic Games in Sochi, RUS.

The inclusion of Para-Snowboard, the fifth sport on the Paralympic Winter Program, was very well received by the Organizing Committee, the IPC, NPCs, media and ticket holders. At this time, only riders with a lower extremity disability were eligible to compete in the Games.

The IPC have agreed to continue managing the sport of Para-Snowboard through to the 2018 Winter Paralympic Games in PyeongChang, KOR. The IPC, through the work of the IPC Alpine STC, will be looking at the possibility of expanding the program to include riders with both upper and lower extremity disabilities as well as incorporating Banked Slalom as a medal event.

The WSF will continue to look for opportunities to provide feedback on the development of Para-Snowboard from a snowboard perspective as the movement continues to grow.

Marco Samapaoli presented the Para-Snowboard report to the GA and emphasized the work and commitment that Danny Buntain (CAN) has put into the development of Para-Snowboarding.

Education Committee.

The committee had four meetings during the season.

Establishment of the WSF Judge Committee

The WSF education committee is working on developing a united judge system among the Nations. The goal is to have a transparent and fair judging system for riders as well as judges around the globe. The Education Committee sent out an email to the WSF members collecting the contacts of the respective National Judge Coordinators. One step further then, is to create a Judge Committee where the Judge Coordinators from all nations have a platform to discuss current issues and future plans concerning regional, national and international judging systems. The Education Committee suggests appointing a WSF Judge Coordinator during the GA 2014 who will go on with kicking off the work for the WSF Judge Committee.

Judge Clinics 2013

The third international TTR/WSF Judge Session was held from 18th to 20th October 2013 in Helsinki, Finland with around 20 participants.

Two clinics were held:

- National Level Session - 2 days (basics)
- International Clinic - 1 day

As a result of the international clinics, national judge clinics were organized with the information from the international clinics (for example, Austria and Norway organized clinics).

The Date and location for the next session during the upcoming season will be defined and communicated in early autumn 2014.

Workshops during the World Rookie Tour

During the World Rookie Tour different workshops were offered at every stop.

In 2013/14, the following workshops were held:

- “Yoga Workshop” – World Rookie Fest, Livigno
- “Italian Culture” – Trentino Rookie Fest, Monte Bondone
- “History of Snowboard Design” by Chuck Barfoot - Völkl World Rookie Finals, Ischgl
- “Viva con Agua”- Workshop about the value of water - Völkl World Rookie Finals, Ischgl
- “Saver Sex”- Workshop in cooperation with Gummi Love - Völkl World Rookie Finals, Ischgl
- “Analog Photography”- Workshop by the photographer Gustav Ohlsson, Sweden - Völkl World Rookie Finals Ischgl

The videos about the 2014 Völkl World Rookie Finals giving insights into the workshop is available online under: www.worldrookietour.com/video/

Grass root activities

WSF presented a grass roots workshop during the ISPO 2014 in Munich, Germany together with EuroSIMA. 30 participants from the snowboard industry and NSAs took part. WSF introduced a number of the grass roots projects currently being conducted by the NSAs and/or by private organizers from different Nations. The big question during the discussion was if and how it would be possible to organize a joint project with the industry to get more kids on the snowboards. The idea to spend a small part of the profit of every EuroSIMA member company came up, but as one of the biggest current challenges faced by the industry is money, one idea was to integrate the ski resorts and hotels as well, which have greater profits of snowboard youth work – lift tickets, accommodations, etc.

Education Platform

A dedicated education information platform has been integrated into the new WSF website. The platform serves to provide knowledge about snowboarding in different areas, such as grass roots projects, WSF clinics, and scientific research in snowboarding. The education

committee welcomes material, ideas and requests by the NSAs to be included into the education platform.

Anna-Maria Strittmatter (NOR) presented the report and plans of the Education Committee. The question if WSF should work on organizing a park construction clinic in the future was brought up since it had not been requested by the NSAs in the past season. Norway, Peru and China spoke out their interest to send participants to a WSF park construction clinic.

The GA gave the mandate to the Education Committee on finding a WSF head of park constructions which will work further on getting a clinic organized.

Event Committee.

The GA 2013 encouraged the WSF to establish an internationally recognized 'Rule Book'. The Event Committee started working on this after it had been proposed to the board with an update of the old International Snowboard Federation (ISF) rule book. This was the primary focus the Event Committee this past season.

The Event Committee had 11 meetings during the season. The work on the Rule Book is still being finalized, but an update will be presented at the GA. The finished version will not be a final rule book but it a draft on which the Event Committee can continuously work on.

While drafting the rule book, the Event Committee recognized that help from additional committees to implement the rules (such as, Technical Committee, Medical Committee, World Snowboard Tour, etc.) is also needed.

Jimmy Zanetti (ITA) presented the first draft of the WSF Rule Book to the GA (see Appendix for PowerPoint Presentation).

The rule book will be send to all NSAs. The NSAs are asked to give feedback on the first draft in order to develop a solid book that can be used for event organizers from autumn 2014 on.

WSF/TTR Committee.

During the season, there have been lobby activities toward the IOC and focus on increasing the level of information of decision makers. One representative from WSF did also attend a meeting with the president of the International Biathlon Union (IBU). In addition, a set of future models for a closer co-operation is identified. During the GA 2014, t a workshop with all participants from WSF and TTR concerning this subject will be held.

Cecilia Flatum (NOR) and Dagfrid Forberg (TTR Board member) gave a presentation about the WSF/TTR future during the WSF/TTR joint sessions.

An overview over today's organizational snowboarding structure was given as well, an interactive workshop was hosted collecting input for the future scenarios on how to

strengthen international snowboarding organizational structures (see Appendix for PowerPoint Presentation and input).

South America Committee.

Membership

According to the WSF Statutes and registers the following South America Snowboard Associations are current members:

ARGENTINA	Asociacion Argentina de Snowboard
BRASIL	Associação Brasileira de Snowboard
CHILE	Anden (Asociacion Nacional de Deportes de Nieve)
PERU	Asociacion Peruana de Snowboarding & sandboarding

The South America Snowboard Committee has developed communications with interested Organizations and NSA from the following South America countries:

BOLIVIA	Federacion Boliviana de Ski y Andinismo.
URUGUAY	Agustin Montano / Estilos Naturales S.A. (BAGJUMP).

Grass Roots

The South America Snowboard Committee has established two main events for the grass roots development

- ✓ Rip Curl Grom Winter Search (ARGENTINA)
- ✓ Mall Sports South America Rookie Fest (CHILE)

Competitions

The South America Snowboard Committee has established and scheduled more than 20 events in four South America Countries between two seasons of 80 days each one, (South America snow season).

The development of the South America Snowboard Tour has opened new sporting and marketing opportunities to the global snowboarding stakeholders.

At least 10 events are confirmed for the next season.

WSF SA Ranking

The WSF has launched the South America Snowboard Ranking Service in cooperation with World Snowboard Tour.

The South America Snowboard Ranking means the integration of South American events and riders in the worldwide snowboard ranking and calendar.

Education

The South America Snowboard Committee has established policies and made commitments to develop snowboarding educational programs within the South America region.

The Snowboarding Educational Program 2014 will include the following dates:

Date	Educational Program	Place	NSA
July	Snowboard Judging	Huaraz - Peru	Peru
August	Snowboard Judging	Bariloche - Argentina	Argentina
August	Instruction / Trainer	La Hoya - Argentina	Brasil

Communication

The South America Snowboard Committee has launched the final version of its website (www.southamericasnowboard.com) as a tool of communication in order to promote and collect data regarding the snowboarding situation and development within the region.

The South America Snowboard Committee has established its communication department with the main goal to work together and develop fruitful collaborations with WSF PR and Communication Department.

Event Calendar 2014

DATE	EVENT	PLACE	ORG	LEVEL
JUNE	GROM RIP CURL	Cerro Catedral, ARG	ASA	ROOKIE
JULY	PERUVIAN NATIONAL CHAMPIONSHIPS	Huaraz, PER	APSS	TTR 1 STAR
JULY	ROXY SLOPESTYLE	Cerro Catedral, ARG	ASA	TTR 2 STAR
JULY	QUICKSILVER SNOW JAM	Cerro Chapelco, ARG	ASA	TTR 2 STAR
JULY	COLUMBIA SNOW CHALLENGE	Valle Nevado, CHL	ANDEN	TTR 2 STAR
JULY	REY DEL PARK	El Colorado, CHL	ANDEN	TTR 2 STAR
JULY	RIP CURL BIG AIR PRO	Cerro Catedral, ARG	ASA	TTR 2 STAR
AUGUST	SOUTH AMERICA ROOKIE FEST	Valle Nevado, CHL	ANDEN	ROOKIE
AUGUST	ROXY SNOW JAM	Cerro Catedral, ARG	ASA	TTR 2 STAR
SEPTEMBER	BRASILIAN NATIONAL CHAMPIONSHIPS	Ushuaia, ARG	ABS	TTR 2 STAR

Sandro Garcia (PER) presented the report and plans of the South America Committee to the GA.

Media Report.

During season 2013-14 WSF spread and published articles and news on five different channels:

1. The official WSF website www.worldsnowboardfederation.org which is growing permanently in the number of visitors, page views and quantity and quality of the content published (more than 1,200 articles published) and hosting dedicated sections to rankings, event agendas and institutional content.
2. WSF official Facebook fan page
3. Newsletter (every 2/3 weeks)
4. Press releases (every 7/10 days)
5. Internal communication to NSA and Event Organizers (once per month)

The published content was about:

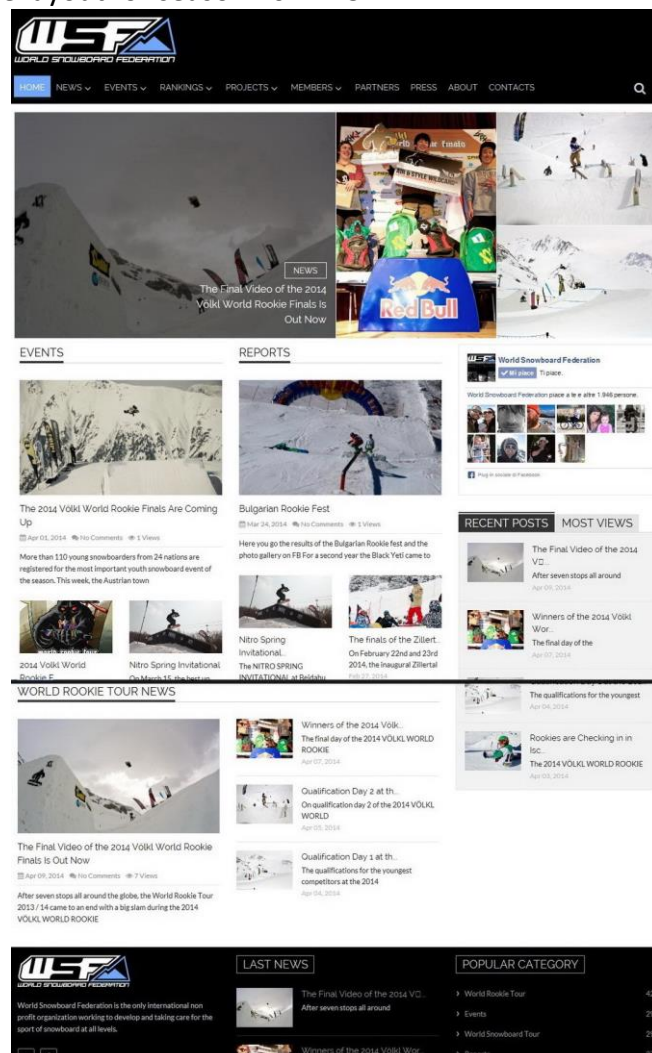
- WSF general information (New members, Clinics, Meetings, GA)
- World Snowboard Day, World Snowboarding Championships and World Rookie Tour
- current topics within WSF, TTR & in the snowboard community
- 1-2-3 star events (pre- event & After events)

The WSF media staff encourages the NSAs to provide news about their NSAs, events via mail to press@worldsnowboardfederation.org to help spreading information and reaching an international audience.

Media plan for season 2014-15

- To launch the new WSF website in spring 2014 with a renewed design and technology
- To increase the social media strategy
- To increase the number and variety of communication coming out from WSF (news, newsletter, PR and social contents)
- To produce a WSF media kit in summer 2014 in order to help the WSF sponsorship sells.

The new WSF website layout for season 2014-15



8. Auditor's Report.

The auditor's report has been signed by the WSF Auditor Ing. Hana Kollertova who confirms the revision of the annual statement of account in WSF for the period 01.01.2013 – 31.12.2013.

The GA acknowledged that the auditor's report has been approved and signed by the WSF Controlling Committee.

9. Accounting 2013.

	INCOMES	Euro
	Membership fee	21 122
	Ranking fee	30 570
	Education fee	-
	Other income	260
	TOTAL	51 952

	EXPENSES	Euro
Communication		9 000
	Website	4 000
	Press office, media	5 000
	WSF banner production	-
Events / activities		-
	Parasnowboard development	-
	Education costs	-
	Eurosima	-
Calendar		13 416
	Ranking System	3 516
	TTR License	3 000
	Ranking Management	6 900
Administration		11 687
	Administration Management	6 900
	Sponsor & B2B mkt manager	-
	Travel costs admin	492
	WSF Operational costs	795
	Other variable costs	2 500
	Invoicing, accounting	1 000
Board		7 431
	General Assembly	2 130
	Autumn Board meeting	1 122
	Board travel costs	1 927
	Travel costs for president	2 253
Risk		-
	Risk Margin 4%	-
	TOTAL	41 534
	Operational net results	10 418

WSF Equity by 31.12.13	17 461
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Anna-Maria Strittmatter presented the Accounting of 2013 to the GA explaining that the strategically raise of the event fee (2 star events) could ensure a surplus of 10.418 Euros which will be used for projects in 2014 (see point 11. Budget 2014).

10. Annual Membership Fee as determined by the Board.

The Annual Membership Fee Structure will be the same as last years.

Associations with 1- 199 members	Euro 500
Associations with 200 – 799 members	Euro 750
Associations with 800 – 2999 members	Euro 1100
Associations with 3000 – 9999 members	Euro 1250
Associations with 10000 and more members	Euro 1500

The GA approved the membership fee for the 2014.15 season.

11. Budget for 2014.

	INCOMES	Euro
	Membership fee	20 000
	Ranking fee	29 000
	Education fee	2 000
	Sponsor	-
	TOTAL	51 000

	EXPENSES	Euro
Communication		12 000
	Website - operational costs	4 000
	Website - relaunch	1 500
	Press office, media	6 000
	WSF banner shipping	500
Events / activities		2 500
	Education costs	2 000
	Eurosima	500
Calendar		15 200
	Ranking System	4 500
	TTR License	3 500
	Ranking management	7 200
Administration		19 973
	Administration management	7 200
	Sponsor & B2B mkt manager	3 000
	WSF Insurance	3 273
	Travel costs admin	500
	WSF operational costs	2 000
	Juridical advice	3 000
	Invoicing, accounting	1 000
Board		7 500
	General Assembly	2 000
	Autumn Board meeting	1 500
	Board travel costs	2 000
	Travel costs for president	2 000
Risk		2 500
	Risk Margin 5 %	2 500
	TOTAL	59 673
	Operational net results	-8 673

WSF Equity

17 461

New WSF Equity by 31.12.14	8 788
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Anna-Maria Strittmatter presented the budget activities within 2014: Website-relaunch, WSF banner shipping, Sponsor B2B Manager, Juridical advice, WSF insurance.

The budget 2014 is set with having equity of 8.788 Euros by the end of 2014 which is in line with the WSF budget strategy of having 10.000 Euro Equity by the end of 2015. This strategy has been approved by the WSF Board in 2012.

The GA approved the Budget for 2014.

EUROPEAN YOUTH MARKET SURVEY AND OUTDOOR SPORTS VALLEY

Remi Forsans presented the agency Outdoor Sports Valley to the GA and showed figures of the European market (see Appendix for PowerPoint Presentation).

Boris Kilvinger suggested WSF to stop focusing on events and innovation and rather to concentrate on side activities such as generating local and regional snowboarding groups. He explained that community is more important than training to recruit young snowboarders. The core value about snowboarding, having fun and being together will keep kids in the snowboard system.

Bob Joncas (CAN) is stressing the importance of WSF to develop the Banked Slalom sport. The GA stressed the Banked Slalom Committee to kick off the WSF Banked Slalom Tour for this season.

12. Assess and Vote on the Applications for New Membership.

WSF has received applications for membership in WSF from ICELAND, MONGOLIA and CZECH REPUBLIC. The applications will be presented at the GA and formally approved by the delegates at the GA.

Jon Vidar (ISL), Battulga B. (MON) and Jarda Bocek (CZE) presented the organisation and projects of their NSAs (see Appendix for PowerPoint Presentations).

The GA approved ICELAND, MONGOLIA and CZECH REPUBLIC as WSF members.

13. Elect the 1 Vice-President, 1 Treasurer, 2 Board Members.

Positions on elections:

- | | | |
|--------------------------|------------------------|---------------------------------|
| 1. Vice-President | - position for 2 years | Cecilia Flatum, NOR |
| 2. Treasurer | - position for 2 years | Shigeru Ishihara, JPN |
| 3. Board member | - position for 2 years | Danny Buntain, CAN |
| 4. Board member | - position for 1 year | Boris Kilvinger, GER (resigned) |

Board members not on election:

Marco Sampaoli, ITA (President)
 Meinhard Trojer, AUT (Vice-president)
 Sandro Garcia (Board member)
 Olle Danielsson (Deputy board member)

The Election Committee (consisting of Miriam Deller [CHN] and Jarda Bocek [CZE]) has received proposals/nominations from Austria, Czech Republic, Hungary, Italy, Japan and Norway.

Name		Position
Cecilia Flatum	(NOR)	Vice-President
Gian Luca Zanetti	(ITA)	Vice-President / Board member
Shigeru Ishihara	(JPN)	Treasurer
Miriam Deller	(CHN)	Board member
Peter Szasz	(HUN)	Board member
Jarda Bocek	(CZE)	Board member

The Election Committee proposes the following candidates for the four positions on election:

1. **Vice-President**- position for 2 years
Cecilia Flatum (NOR)
2. **Treasurer** - position for 2 years
Shigeru Ishihara (JPN)
3. **Board member** - position for 2 years
Gian Luca Zanetti (ITA)
4. **Board member** - position for 1 year
Miriam Deller (CHN)

[Marco Sampaoli announced the election procedure.](#)
[The GA approved the total amount of votes counting 59.](#)

The present proposed candidates Cecilia Flatum (NOR), Gian Luca Zanetti (ITA), Shigeru Ishihara (JPN), Miriam Deller (CHN) and Jarda Bocek (CZE) presented their candidacy before the official election took place.

The GA agreed to have a silent vote for the four candidates to be elected in the Board.

The scrutineers presented the results of the votings:

Cecilia Flatum (NOR)	- 59 votes
Miriam Deller (CHN)	- 51 votes
Gian Luca Zanetti (ITA)	- 48 votes
Shigeru Ishihara (JPN)	- 44 votes
Jarda Bocek (CZE)	- 34 votes
Peter Szasz (HUN)	- 0 votes

It was voted by the GA that Cecilia Flatum (NOR), Miriam Deller (CHN), Gian Luca Zanetti (ITA) and Shigeru Ishihara (JPN) will be members of the Board.

Marco Sampaoli informed the GA that according to WSF Statutes, the positions of the elected candidates will be decided within the Board.

During the first WSF Board meeting on Sunday 1st of June 2014, the Board determined the following positions for the new board 2014.15:

Marco Sampaoli (ITA)	<i>President</i>	
Meinhard Trojer (AUT)	<i>Vice-President</i>	
Cecilia Flatum (NOR)	<i>Vice-President</i>	<i>(position for 2 years)</i>
Shigeru Ishihara (JPN)	<i>Treasurer</i>	<i>(position for 1 year)</i>
Miriam Hanna Deller (CHN)	<i>Board Member</i>	<i>(position for 2 years)</i>
Gian Luca Zanetti (ITA)	<i>Board Member</i>	<i>(position for 2 years)</i>
Sandro Garcia (PER)	<i>Board Member</i>	
Olle Danielsson (SWE)	<i>Deputy Board Member</i>	

14. Elect a Qualified Auditor.

Proposal:

Ing. Hana Kollertova, Czech Republic.

The GA approved Hana Kollertova as WSF auditor.

15. Elect a Controlling Committee of 3 Qualified Members.

Bob Joncas (CAN)

Bruno Carnet (FRA)

Remigijus Arlauskus (LTU)

16. Elect an Election Committee 2015.

Lisa Mari Watson (NOR) – Leader of the Committee

Jarda Bocek (CZE)

Julius Hermely (SVK)

17. Proposals.

Proposals from Peru: Amendment of WSF Statutes Article 1

Current WSF Statutes in black

Proposed changes in blue

Article 1 Name, Composition and Headquarters (as approved by the GA 2013)

The "World Snowboard Federation", founded at Prague on 24 January, 2005, is the international association of snowboarding organizations. It functions in accordance with these Articles of Association and is governed also by the provisions of the Swiss Civil Code

Under the name World Snowboard Federation, International Snowboard Federation, Federazione Mondiale di Snowboard, Fédération Mondiale de Snowboard, Federación Mundial de Snowboard and in accordance with the present Statutes an association is in existence. Its membership consists of National Snowboard Associations having approved these Statutes and having been affiliated as members.

The World Snowboard Federation is constituted as a continuation of the International Snowboard Federation, appropriating all the legacy and intellectual creation of the International Snowboard Federation.

The name, World Snowboard Federation, will be abbreviated in all languages as WSF.

In the present Statutes the term "Snowboard" includes all related equipment as for instance Sandboard.

The headquarters of WSF shall be in the country where the President resides or any other place proposed by him and approved by the Federation.

17.1 Proposal #1

Article 1 Name, Composition and Headquarters

The "World Snowboard Federation", founded at Prague on 24 January, 2005, is the international association of snowboarding organizations. It functions in accordance with these Articles of Association and is governed also by the provisions of the Swiss Civil Code

Under the name World Snowboard Federation, International Snowboard Federation, Federazione Mondiale di Snowboard, Fédération Mondiale de Snowboard, Federación Mundial de Snowboard and in accordance with the present Statutes an association is in existence. Its membership consists of National Snowboard Associations having approved these Statutes and having been affiliated as members.

The World Snowboard Federation is constituted as a continuation of the International Snowboard Federation, appropriating all the legacy and intellectual creation of the International Snowboard Federation.

The name, World Snowboard Federation, will be abbreviated in all languages as WSF.

In the present Statutes the term "Snowboard" includes all related equipment as for instance Sandboard.

The headquarters of WSF shall be in the country proposed by its Board of directors and approved by the Federation

17.2 Proposal #2

Article 1 Name, Composition and Headquarters

The "World Snowboard Federation", founded at Prague on 24 January, 2005, is the international association of snowboarding organizations. It functions in accordance with these Articles of Association and is governed also by the provisions of the proper civil regulations

Under the name World Snowboard Federation, International Snowboard Federation, Federazione Mondiale di Snowboard, Fédération Mondiale de Snowboard, Federación Mundial de Snowboard and in accordance with the present Statutes an association is in existence. Its membership consists of National Snowboard Associations having approved these Statutes and having been affiliated as members.

The World Snowboard Federation is constituted as a continuation of the International Snowboard Federation, appropriating all the legacy and intellectual creation of the International Snowboard Federation.

The name, World Snowboard Federation, will be abbreviated in all languages as WSF.

In the present Statutes the term "Snowboard" includes all related equipment as for instance Sandboard.

The headquarters of WSF shall be in the country where the President resides or any other place proposed by him and approved by the Federation.

17.3 Proposal #3

Article 1 Name, Composition and Headquarters

The "World Snowboard Federation", founded at Prague on 24 January, 2005, is the international association of snowboarding organizations. It functions in accordance with these Articles of Association and is governed also by the provisions of the proper civil regulations

Under the name World Snowboard Federation, International Snowboard Federation, Federazione Mondiale di Snowboard, Fédération Mondiale de Snowboard, Federación Mundial de Snowboard and in accordance with the present Statutes an association is in existence. Its membership consists of National Snowboard Associations having approved these Statutes and having been affiliated as members.

The World Snowboard Federation is constituted as a continuation of the International Snowboard Federation, appropriating all the legacy and intellectual creation of the International Snowboard Federation.

The name, World Snowboard Federation, will be abbreviated in all languages as WSF.

In the present Statutes the term "Snowboard" includes all related equipment as for instance Sandboard.

The headquarters of WSF shall be in the country proposed by its Board of directors and approved by the Federation

The GA approved the proposal #3 for the amendment of the WSF Statutes.

Proposal from Switzerland – Discount for 1-2-3 Star Tours

Guido van Meel (SUI) proposed a discount on the event ranking fees for 1-2-3 star tours (see Appendix for PowerPoint Presentation).

Since the World Snowboard Tour (WRT) Structure will be changed in the future where no star levels will be included, the GA agreed on postponing the approval of the proposal.

The GA gave the mandate to the Board to adapt this proposal to the new WRT structure in consideration with the impact on the WSF budget.

18. REPORT FROM THE WORKING GROUPS

a. WORKING GROUP - EVENTS

Gian Luca 'Jimmi' Zanetti / Bruno Carnet (FRA) / Ishi (JPN) / Peter (Quattro Media) Sacha Giger (SUI) / Julius Hermely (SVK) / Sandro Garcia (Peru) / Peter Szasz (HUN) / Arlauska Remigijus (Lithuania) /

Banked Slalom

- suggest to write a presentation about what is a banked slalom to diffuse to all NSAs and insert on the website (example: minimum turn, minimum length, which protections, which type of snowboards, ...)
- if it is an easy competition (fun competition) that helps to have many participants of different ages it would be interesting also for media (feedback from Peter Quattro Media)
- suggest to create a banked logo or banked series logo to be recognized
- banked could be for the organizers a good side event of a big competition, this is a feedback to bring some organizer to organize one
- the banked committee updates the components: Meini (leader), Jimmi, Ishi, Peter (HUN), Julius, Sasha (SUI), Sandro
the committee guys will try to define at least one stop of a banked slalom event before the starting of the new winter season (north hemisphere), the deadline could be the boards meeting in Zurich

Freeride Events

- -publish on the website some guideline about free ride snowboard, safety guideline, etc
- use the platform of WSF and members nation to spread information about freeride
- organize clinics about freeride, safety, etc
- start a cooperation with FWT, they organize side events like clinics, workgroup, ... WSF could help and work with FWT on these side events
- push the freeride clinics also on the World Rookie Tour as in past World Rookie Tour organizers already did.
- Use these clinics as World Rookie Tour / WSF freeride clinics

World Rookie Tour

- about age groups: due to the decrease of the age and the increase of the level in snowboard competitions check through surveys and statistics of the previous competitions and results, if is necessary redefine the age categories
- final event (World Rookie Tour Finals): keep the event as final is a big value also if the tour is not super worldwide. With a final event World Rookie Tour could have more or less really worldwide participants thanks to the qualification criteria. Beside that if World Rookie Tour will use the rank to nominate the Champion instead a final event, it will be not really worldwide.
- Suggestion about the name of the Final Event: think to change the name in something that can really be recognized as the event where the Champion is crown. For example: World Rookie Tour Championship like it is now, it's seems just the final of the tour, and is true, but on the World Rookie Tour Final is really crown the rookie champion of the world, the event name should explain that better.

b. WORKING GROUP - GIRLS DEVELOPMENT

Miriam Deller (CHN) / Justine Mulliez (FRA) / Anna-Maria Strittmatter/ Cecilia Flatum (NOR)

Key points:

- Each nation (France, China and Norway) gave an update on the situation in their country. France is starting up with girls initiatives at the local level, China looks into girl events and Norway has had girl projects for years (the PowderPuff Girls (aiming to increase the no. of girls in organizing position (TD, judge, instructor, board, coach etc), Girls on board (coach network) and a talent girls team for groom and rookie.
- A key success factor is to be a few girls (1-3) who are a strong driving force and easy accessible events/activities. I.e. an open weekly gathering in the local resort.

Conclusion:

- Norway will distribute information about their girls projects to other nations
- WSF will consider to host a girls judge clinic

c. WORKING GROUP - GRASS ROOT RECRUITMENT

Marco Sampaoli (ITA / Remi Forsans (FRA), / Jon Vidar Torvaldsson (ISL) / Fridbjørn Benediktsson (ISL) / Iztok Kvas (SLO) / Battulga B. (MON) / Badraa Bat (MON), Jacek Milas (POL) / Abel Szasz (HUN) / Boris Kilviger (GER) / Mika Andersson (FIN)

Focus area KIDS

- Suggested to improve the education and launch a new way to teach snowboard to kids in order to make the sport more attractive
- Establish some centralized marketing operation by WSF to promote a “Learn to Ride” program and “snowboard is easy” concept.
- Learn for free is the key: we need to encourage industry/school/shop to offer more free lesson to the beginners in order to engage them more in the sport.
 - Create an online platform that host a list of snowboard school which have specific requirement, snowboard recruiting project and free lesson projects
 - Search for EU Funds to launch the below ideas (in the EU there are program such as “fight against obesity” and “do sport to go older in better healths” that fits perfectly in a snowboard for free program)
 - Combine food lesson with sport lesson in order to have more public recognition and more possibility to get public money.
- Activation in MALLs is the key in order to have access to a big audience
- How to finance kids recruitment programs:
 - EU pay to WSF -> WSF Share the income to NSA who applied (50% before – 50% after the program will be done)
 - Each NSA pay by his own its national kids recruitment program
 - Snowboard Industry to support an international project:
 - i.e. 1% of the sells to be invested in this or 1€ per sold board to be invested in this.
 - Partnership with Burton Rigglet Park
- Create some new concept of “Family Events” where parents with kids can enjoy an easy snowboard event (Banked & Barbeque). A similar concept is already in place in Poland for ski (Family Cup – 400 participants)



Focus area FREERIDE

- To be developed under the NSA umbrella more activity focused on freeride in order to get back in the community also the freeride addicted or the “wannabe” freeriders: freeride projects, camps, riding day with pros
- Freeride events with additional days in the program for camp/clinics (camp + contest formats)
- Go partner with existing events is a big opportunity: NSA spread the info to its own member and use an existing platform for free




19. APPENDIX

QUALIFICATION CRITERIA WSC YABULI 2016




WSF General Assembly 2014 - Barcellona

**KEEP
IT
REAL**

**KEEP
IT
REAL**













**KEEP
IT
REAL**

1. RIDER FIELD SIZE

- The World Snowboarding Championships will have a maximum of 300 spots available:
 - slopestyle and halfpipe with male-female
 - big air only male (women to be defined)
- The estimated field sizes will be 70 riders for men and 50 riders for women in Slopestyle and Halfpipe. The field size for Big Air is under discussion.
- Realistic estimated riders field based on Oslo 2012 will be a minimum of 200 entrants out of 25 – 30 Nations

2. MINIMUM REQUIREMENTS TO QUALIFY

- The TTR and WSF have developed a “per discipline world ranking”
 - Halfpipe World Ranking
 - Slopestyle World Ranking
 - Big Air World Ranking
- Minimum requirement:
 - TTR Top 500 for men and the TTR Top 250 for women in each respective discipline ranking.

2. MINIMUM REQUIREMENTS TO QUALIFY

- TTR Halfpipe Point List will include all Halfpipe and Quarterpipe competitions and will rank riders who have competed at least once in one of the formats.
- TTR Slopestyle Point List will include all Slopestyle competitions and, as above, will rank riders who have competed at least once in the formats.
- A rider's position on each world ranking list will be determined by the average of his/her best three results for the TTR Halfpipe Point List and best four results for the TTR Slopestyle Point List over a rolling 52 week period before the end of the qualification period.

















3. QUALIFICATION CRITERIA
















There are four different ways in which riders can qualify for a spot to compete in the World Snowboarding Championships after meeting the minimum requirements outlined above.

- TTR World Ranking Quota
- WSF Nations Quota
- TTR World Champions and 6Star Title Winners
- Wild Cards

3.1 TTR WORLD RANKING QUOTA

Male riders ranked 50 or higher, and female riders ranked 30 or higher, on the TTR Halfpipe Point List or TTR Slopestyle Point List will be automatically eligible to compete in the respective discipline they qualify for. The cut-off date for qualification into the 2016 event will be Date tba.

3.2 WSF NATIONS QUOTA














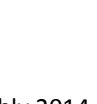
- Each WSF member Nation is entitled to qualify one rider for both men and women in each discipline. Therefore, each nation is entitled to a maximum of 4 spots
- Each WSF Nation will need to use a national event, such as a national championships event, or a national criteria approved by the WSF Event Committee till Date TBA, to qualify riders. Examples will follow.

3.2 WSF NATION QUOTA

- All national quota spots for the 2016 event need to be announced by the WSF National Snowboard Associations no later than Date tba.
- If one or several riders are already eligible to compete through one of the other qualification criteria, the open spot falls to the best national rider not yet qualified based on the defined national qualification criteria.

3.2 WSF NATION QUOTA

- WSF has now 43 Member Associations – therefore we have to calculate max. 172 Participants coming from the NATION QUOTA
- Realistic participation based on Oslo 2012 is 120 - 140 Riders coming from the NATION QUOTA

3.2 WSF NATION QUOTA / EXAMPLES BASED ON OSLO 2012


- ◉ **Argentina, Japan and Korea** used the WSF National Rank (based on the national tour) to determinate nationals quotas.
- ◉ **Austria, Czech Republic, Great Britain, France, Italy, Latvia, Netherlands and Slovakia** used the national championships in Halfpipe and Slopestyle.
- ◉ **Belgium and Russia** used a combination of National Championships and International Events (TTR, WSF, FIS, Dew Tour)

3.2 WSF NATION QUOTA / EXAMPLES BASED ON OSLO 2012

- ◉ **Norway** used a defined selection of major events (TTR, WSF, FIS, Dew Tour)
- ◉ **Hungary, Ireland and Sweden** used the TTR Rank
- ◉ **Canada and Switzerland** used an internal Ranking List including all TTR and FIS Results, also included are Results from Dew Tour and X-Games.

3.3 TTR WORLD CHAMPIONS AND 6STAR TITLE WINNERS

- ◉ All TTR World Tour Champions from the last three years (2012/13, 2013/14, 2014/15) are eligible to compete in all disciplines at the World Snowboarding Championships.
- ◉ All TTR 6Star title winners from the last 53 weeks prior to DATE TBA 2016 are eligible to compete in the discipline in which they won the title for.





3.4 WILD CARDS

The organizing committee of the World Snowboarding Championships is entitled to qualify two additional competitors in each discipline for men and women which all need to be approved by TTR/WSF.

4. REGISTRATION PROCESS

- Registration for and entry into the World Snowboarding Championships is free to all riders who qualify.
- All qualified riders are required to confirm their attendance no more than seven days after the qualified riders have been announced. The exact date of this deadline will be communicated until latest 1st of August 2014
- If a rider fails to confirm his/her attendance by the deadline, the rider will lose the right to compete at the event and the open spot will fall back to the organizing committee of the event, who have the right to re-assign the spot as a wild card or define additional qualification criteria.

THANK YOU / XIE XIE

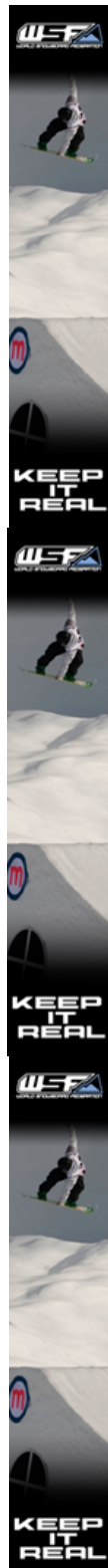




1. Concept

- Freeride for all: safety come first.
- 7 days event (5 days for the first edition)
- Multisport and multiactivity platform





Models - Benchmark

- **Urban and lifestyle event** (i.e. Trento Film Festival)
- **Sport events** (i.e. WSC 2012 Oslo)
- **Locan Livigno events** (i.e. Skieda)



Sport Disciplines

- Snowboard and Ski
- Snowboard and Ski Alpinism
- Splitboard
- Telemark
- Heliski
- Hiking and Nordic Walking
- Sleddog

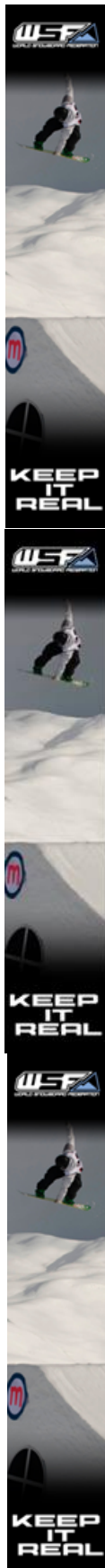
DATE

• 2015: Sat. 31st Jan - Wed 4th Feb

- Between 2015 Burton European Open and the FWT in Austria and the ISPO 2015 in Munich.
- Interesting for riders, teams and media already travelling for these 3 events.
- Bus service from Livigno to Monaco for the EFF participants who need to reach the ISPO.



26 gen – 1 feb 31 gen 31 gen – 4 feb 5-8 feb



MISSION

- Promote the freeride culture and safety guidelines
- Create networking opportunities for NSAs, Industries and Media
- Create a format to repeat in other areas (i.e. South America, Asia)
- Establish the annual European Freeride Forum

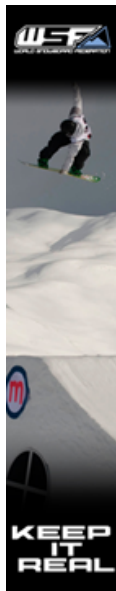
Activities

- **SPORT**
 - Contests (tbd quantity, disciplines and levels)
 - Tours with mountain guides and Heliski
 - Freeride camps
 - Product Tests (Freeride Test Village)
- **ENTERTAINMENT**
 - Film Festival
 - Workshops (Artva Camp, Safety etc) and Forum
 - Photo contest and exhibition
 - Parties and live music
 - International guests
 - Awards



Development Plan 2014-17

- **2013.14**
 - 16 months preparation to the event
- **2015**
 - European Freeride Festival first edition
 - after -> 2016 edition organisation (enlarged)
- **2016**
 - Second enlarged edition
 - after -> 2017 edition organisation (enlarged ++)
 - Development plan hypothesis 2017-2020
- **2017**
 - Third enlarged edition
 - Feedbacks collection and 2017-2020 program



Development Plan 2014-17

Attività/Anno	2015	2016	2017
TEST MATERIALI	X	XX	XXX
ESCURSIONI GUIDATE	X	X	XX
GARE FREERIDE	X	XX	XXX
GARE SCI/SNOWBOARD ALPINISMO	X	XX	XXX
HELISKI	X	X	XX
RADUNI A TEMA (es: SPLITBOARD, SLEDOG)	X	X	XX
FILM FESTIVAL	X	XX	XXX
WORK SHOP (ARVA CAMP, SICUREZZA)	X	X	X
CONCORSO FOTOGRAFICO E MOSTRA	X	X	X
PRESS DAY	X	X	XX
OSPITI INTERNAZIONALI	X	XX	XXX
INIZIATIVE PER BAMBINI		X	X
EXPO AREA		X	XX
CONGRESSO		X	XX

WORLD SNOWBOARD DAY 2013

A joint project from EuroSIMA, Outdoor Sport Valley
and World Snowboard Federation

General Assembly 2014, Barcelona

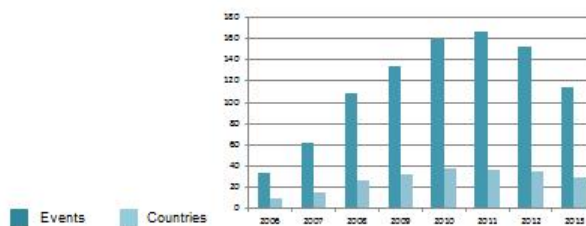


KEEP
IT
REAL



> 114 EVENTS IN 30 COUNTRIES FOR THE 8th EDITION

- Number of events is decreasing: 38 less events compared to 2012
- Less involvement from North America compared to 2012 (10 less events)
- No new countries involved





FOCUS ON WSD EVENTS & PARTICIPANTS:

- Approximately **10 000 participants**
- Average age of participants: **under 30 years old (96%)**
- Estimated percentage of participants who were **male: 64%**
- Primary activities organized for the general public:
 - Snowboard lessons
 - Contests
 - Equipment tests

➔ **87% of participants were satisfied with the events**



FOCUS ON THE ORGANIZERS:

- 96% received their communications package on time
- For 85%, the communications tools were effective
- 47% were contacted by the media
- The organizers heard about the event mainly thanks to the internet and WSD partners
- 70% had already organized a WSD event (primarily in 2011 & 2012)



➔ **94% think that WSD had a positive impact on their structure**

➔ **98% will probably participate in WSD 2014**



WSD COMMUNICATION & MEDIA IMPACT:

- **A new website:** navigation easier and more interactive with users
- **An additional 350 potential organizers** were contacted
- Lots of activity on **Facebook**, with new followers every day : **more than 16 200 fans**
- Considerable support from **Xavier De Le Rue**
 >> SEE THE TEASER >> [Click here](#)
- Less support from the press
 ➔ less partnerships
 ➔ **Less advertising & press coverage**





BUDGET 2013 – Without OSV & EuroSIMA working time from Sept. to Jan

SPENDING		INCOMES	
Website	0 €	ISPO	6000 €
Print	4500 €	SIA	1400 €
Teaser	1000 €	OSV	1150 €
Chipments	2400 €	EuroSIMA	1150 €
Trainee	1800 €		
TOTAL	9700 €	TOTAL	9700€




NEXT STEPS?

- WSD 2014 will be celebrate on **Sunday, December 21st**
- Financial problem due to the ISPO stop of financing:
 - Reduce the cost ?
 - Find another sponsors ?
- How to improve the event's growth?




A SPECIAL THANKS TO ALL OUR 2013 PARTNERS:






RULES BOOK

WINTER 2014.2015



- WSF Rules Book is not finished, it will be always updated
- WSF Rules Book now is about freestyle disciplines. Boardercross and Alpine disciplines will follow on the next reviews for this we need help for example: from a boardercross and alpine experts, organizers or athletes
- We will collect feedback until september 2014, after that we will work to finalize the first version and will publish on the website, free to download as pdf file



▪ Contact for feedback:

Meinhard 'Meini' Trajer - meinhardtrajer@powdern.com

Gian Luca 'Jimmi' Zanetti - jimmi@worldrookiefour.com

WSF/TTR Joint Session - Future Plans



The World Snowboard Federation (WSF)

- The World Snowboard Federation was founded in 2002
- A non-commercial organization, organizing only snowboarding
- 46 member nations from around the world
- The World Rookie Tour and World Rookie Ranking
- WSF National rank
- 142 events in the season 2013-2014
- World Snowboard Day since 2004 – a joint project together with Outdoor Sports Valley
- The World Snowboarding Championships since 2012 with TTR
- The communication platform and website
- The board – Italy, Austria, Japan, China, Sweden, Peru and Norway, president Marco Sampaoli, Italy



The Ticket to Ride (TTR)

- Delivers World Snowboard Tour - The world's leading snowboarding contest series with more than 200 snowboarding contests around the world from grass-roots level to pro world-class level, crowning the tour champions.
- The world's most comprehensive ranking list system, WSPL
- Riders database
- TTR being the only organisation with representation from riders, the major players in the snowboarding industry, sponsorship partners and the major event organizers
- History / Brand equity
- Systems for judging, contest formats, education etc.
- A successful marketing and communications platform
- Public awareness as THE leader in progressively developing the sport of snowboarding
- Co-owner of the World Snowboarding Championships and the SLS judging system.
- TTR is a non-profit organization

3



The riders association

Goals for the riders association:

- Help grow and professionalize competitive freestyle snowboarding.
- Create a forum for and unite the interests of professional freestyle snowboard athletes.
- Elevate and professionalize the riders' voices through an elected board.
- Funnel the riders' interests toward other organizations.

The riders have created an interim board group for the spring of 2014 to investigate the best organizational structure and name for the "rider association" and determine how to set up a fully transparent and democratic system for leadership of the "association."

The interim board consists of the following riders:

SS – women	SS/BA – men
Spencer O'Brien	Stale Sandbech
Kjersti Buvaas	Chas Guldemon
	Torstein Horgmo
HP – women	HP – men
Kelly Clark	Louie Vito
Arielle Gold	Taylor Gold
	Benji Farrow

4



Federation International de Ski (FIS)

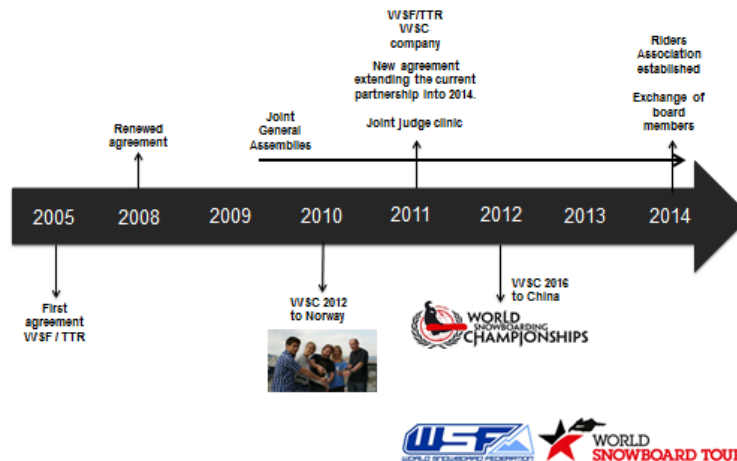
- The FIS congress decided in May 1994 that snowboarding should be officially included in the FIS competition program, combined with the intention to apply for the integration of snowboarding in the official Olympic program.
- 119 member nations (all disciplines)
- FIS World Cup and regional cups (Europe, Asia etc) in all disciplines (freestyle, SBX and alpine)
- FIS World snowboard championships
- World Ranking List
- World Snow Day since 2012
- Many national associations have a high activity level on both grass root and elite level within snowboarding
- FIS is the governing body for international skiing and snowboarding concerning the Olympic winter games



5



Timeline – WSF, TTR and RA



World Snowboard Tour: Bringing the key pieces into place



Summary of the main benefits of new World Snowboard Tour 2.0

Area	Benefits
In general	<ul style="list-style-type: none"> One big tour that is legit, better to promote with one communication platform, unified structure Easier to understand the tour for media, audience, and potential sponsors outside of the industry Higher marketing value for the pro level gives a raised awareness to the World Snowboard Tour and the qualifying events both nationally and internationally Better rider consistency and both equal and high quality events Great opportunity to make money as they are guaranteed prize money regardless of results and could receive an even steadier income if they do well The relationship with IMG can guarantee increased exposure across main-stream channels IMG cooperation offers a <u>stable and stronger funding structure</u>, making all categories benefit on the long run. Hopefully this will also benefit the nations. Cost savings and investments in scoring systems and formats A more transparent system and a stronger fundement Prevent and turn the trend of a decline, make snowboard more popular A nation with one or more riders on pro level may in the long run bring more <u>government, olympic and/or national funding</u> to the national snowboard organizations. A closer co-operation between TTR, RA and WSF will make it easier implement the World Snowboard Tour 2.0, and all parts (riders, events and nations) will have a bigger impact If all riders, nations, events and industry are on board together we will in the long run be stronger against the FIS and olympic qualifying event series.
For the riders	<ul style="list-style-type: none"> A predictable tour More clarity in what it takes to get from rookie to pro regularity to an athlete's season, allowing them to plan rest periods Grassroots riders can clearly see their progression and potential goals Top rider commitment Increase in marketing opportunities for the riders

UTR

Summary of challenges and solutions – WST 2.0 (1/3)

Challenges	Solutions
<ul style="list-style-type: none"> Field size and wild cards <ul style="list-style-type: none"> A field size of 20 is considered too small/limited. A 20 spots on the pro tour could create complacency among riders due to the limited number of people competing and only 4 dropping out every year. Still we see that changes in field size. It would be 6 years to cycle through the entire group. The tour may not accepted by the riders that are on the way up because of the limited starting fields and the number of riders that has the chance to enter Pro Tour each year. Many nations and some continents will not have a rider on the tour, this will reduce the global interest. Small nations will with only one rider and small support teams < divide between the tiers This will affect the attention of the sport in countries with no rider. This does not benefit the spread of snowboarding around the world. Narrow national representation for the first coming years. The attendance of developing nations will be minimal. Unclear rules concerning the wild card system will create scepticism Athlete commitment <ul style="list-style-type: none"> Potential conflicts concerning athlete's commitment to the tour and their agreement with their sponsor Athletes will be forced to choose between Olympic qualifying events or WST events. This can make two groups of riders. Some nations are committed to the Olympic qualifying events. Will all the riders follow and stay loyal, what about the riders that are not top-20+ 	<ul style="list-style-type: none"> Make sure to involve both riders, events and nations concerning field size (e.g. use in the task force (ex FIS)) If increased to 30 their will be more nations Consider different field sizes: 55 vs HP, men vs women In 30, the wildcards could be increased to 6 (20%), the tour would get a greater variation with riders. Two wild cards could be for the event organizer and the last four could be under a general distribution plan equal for all competitions Wild cards must have a clear plan Make sure the 20-riders system do not stagnate should be 6-8 riders between pro and international level each seasons Have qualifiers for the open competitions allowing riders at the international level compete in the pro tour Open some events in the pro tour for a broader number of national riders, if possible A nations quota through a qualifying event before the final event Freeze points for a season ending injury We should compare with other sports which have been through similar process Focus to help the RA, the stronger, the better Riders must believe in the new tour The voices of the lower level are important Make sure that the biggest profiles lead the way is all disciplines, both genders Calendar coordination is critical Develop a clear strategy, together with RA, concerning have to qualify for olympics Use carrot and stick to make sure riders are loyal

Summary of challenges and solutions – WST 2.0 (2/3)

Challenges	Solutions
<ul style="list-style-type: none"> National - international – elite/pro level <ul style="list-style-type: none"> The WQT is not enough structured to see a clear path Gap in riding level and progression could be created between those on the elite tour and those on the international level Rider exposure on the lower levels of the tour may not be as high as before A threat is the quality of the WQT and effect on the income Unclear how the Rookie tour will fit in Too many competition can make it difficult for riders to attend every competition. There is a risk that we will have different levels and by that not bringing the best riders up to the pro tour. We have seen that at the 5-star events. It is also an economic question for the riders/nations. HP – lack of venues / facilities Nations commitment <ul style="list-style-type: none"> Costly for nations with only 1-2 riders on pro level when sending team manager and coach, in addition to the international level Beneficial for the riders and events, but unclear what the benefits are for the nations. Will the nation of the rider be promoted? The WST will be not so important for NSAs under a ski federation 	<ul style="list-style-type: none"> Detail the WQT – NA tour, Europe Tour, Asia tour etc Let the riders who are performing well on the QWT get the chance on the pro tour Develop and communicate a clear path Make clear criteria for the qualifier tour It would be good if the quota to the QWT takes the nations in consideration. The nations also have the best knowledge about the younger riders who are up and coming Keep the amount of competitions on a reasonable number so that all riders can attend every competition Use the points system to allow athletes in the qualifying ranking the opportunity to compete at the higher level Include updates and footage from the international level for media content to help the audience get to know the up and comers Make the Rookie Tour relevant for the WST 2.0. Develop a Global Rookie Tour HP – consider smaller pipes at the lower level Use strategic task force (ex FIS) as a reference group to get feedback Involve the NSAs in how to engage and anchor in the national IMG office Crown a national WST champion to increase interest in more nations

Summary of challenges and solutions – WST 2.0 (3/3)

Challenges	Solutions
<ul style="list-style-type: none"> The process, involvement and communication <ul style="list-style-type: none"> Complicated to communicate the new structure to riders, NSAs and national clubs No cooperation with FIS is important to make the tour that stands out Bad calendar coordination (both nationally and internationally) will create conflicts 	<ul style="list-style-type: none"> Make one unified platform for communication We need detailed plan with a clear line with the necessary decisions The IMG plans should be analyzed and challenged The concept must be challenge and risk analyzed, to make sure it is solid FIS must adopt if solutions should be found together Trust each other in this process

World Snowboard Café

6 groups – see your note with number and on the walls
One moderator per group

Part 1 – The World Snowboard Tour 2.0

- Group 1 Riders perspective (Justine)
- Group 2 Nations perspective (Lisa Mari)
- Group 3 Event organizers perspective (Maria)
- Group 4 Snowboarding in general (Dagfrid)

Part 2 – A closer co-operation between RA, TTR and WSF

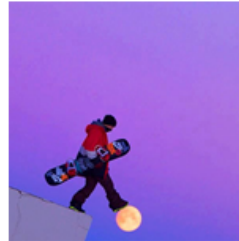
- Group 5 Snowboarding in general (Anna-Maria)
- Group 6 Snowboarding in general (Cecilia)

30 min – 10 min x 3 rotations

1st rotations - 10 minutes – Top 5-10 benefits

2nd rotations - 10 minutes – Top 5-10 challenges

3rd rotations - 10 minutes – Solutions to the challenges



8



Wrap-up – working group 1

– The World Snowboard Tour 2.0 – the riders perspective

Benefits	Challenges	Solutions
<ol style="list-style-type: none"> 1. Much easier to understand the tour for media, audience, and potential sponsors outside of the industry 2. Increase in marketing opportunities for the riders 3. Grassroots riders can clearly see their progression and potential goals 4. Great opportunity to make money as they are guaranteed prize money regardless of results and could receive an even steadier income if they do well 5. Rookies may have a better chance of reaching a higher level thanks to wild cards and point system 6. The relationship with IMG will guarantee increased exposure across main-stream channels 7. Athletes will have a better chance of competing, giving them the opportunity to learn how to deal with competitive environments at an earlier age, better preparing them for higher level competitions 8. The scheduling will add regularity to an athlete's season, allowing them to plan rest periods 9. Athletes have the opportunity to give their input, tailoring the tour to their needs 	<ol style="list-style-type: none"> 1. Athletes will be forced to choose between Olympic qualifying events or WST events, potentially making them sacrifice their spot on the tour 2. Choices regarding WSF and FIS may develop a rider group only on WST events and another group only on FIS events 3. Problems between an athlete's commitment to the tour and their agreement with their sponsor could arise due to scheduling issues 4. A blatant gap in riding level and progression could be created between those on the elite tour and those on the international level 5. Open events will no longer be open events due to the tour's new structure 6. Rider exposure on the lower levels of the tour may not be as high as before due to media coverage focusing primarily on the highest level of the tour 7. The limited wild card opportunities may discourage a large number of riders on the international level to continue competing due to the inaccessibility of the pro level 8. 20 spots on the pro tour could create complacency among riders due to the limited number of people competing 9. With the increase in the number of competitions, there could be a decrease of course variability 	<ol style="list-style-type: none"> 1. Have a greater turnover opportunity than 4/24 as it would take 6 years to cycle through the entire group 2. Use the points system to allow athletes in the qualifying ranking the opportunity to compete at the higher level. This will also make riders on the pro level defend their spot if they aren't getting strong results on pro contests (Guido explains it much better than me!) 3. Have qualifiers for the Open competitions allowing riders at the international level compete in the pro tour while allowing the sponsor to bring in their own riders as well 4. Freeze points for a season ending injury 5. Allow riders to skip 1 or 2 events to allow them to compete on conflicting FIS events 6. Have an industry expert represent the riders at the international level to insure a seamless transition between this and the pro level 7. Include updates and footage from the international level for media content to help the audience get to know the up and comers

JR

Wrap-up – working group 2

– The World Snowboard Tour 2.0 – the nations perspective

Benefits	Challenges	Solutions
<ol style="list-style-type: none"> 1. Excellent reference point: Nations and national riders (all levels) will have a reference point that inspires and shows a joint direction. One communication platform, unified structure. 2. Overall raised awareness: higher marketing value for the pro level gives a raised awareness to the World Snowboard Tour and the qualifying events both nationally and internationally. 3. Clearer picture: the tour will give a clearer picture of the system, ranking points etc making it easier for the nations to know which events to go to 4. IMG cooperation offers a stable and stronger funding structure, making all categories benefit on the long run. Hopefully this will also benefit the nations. 5. A nation with one or more riders on pro level may in the long run bring more government, olympic and/or national funding to the national snowboard organizations. 	<ol style="list-style-type: none"> 1. Complicated communication: explaining the new structure to national clubs and to nations will be challenging 2. Pro tour level will face very narrow national representation for the first coming years. The attendance of developing nations will be very minimal. 3. If a nation only has 1-2 riders on pro level it will cost a lot for the nations when sending team manager and coach for just the 1-2 riders. 4. FIS and olympic qualifying structure is still a threat and will be hard on the nations in terms of prioritizing events. Some nations are committed to the Olympic qualifying events. 5. How will the coverage of all events except pro tour level be done? 6. Very beneficial for the individual riders but hard to see what the benefits are for the nations. What is in it for the nations? 7. How will the nation of the rider be promoted? 	<ol style="list-style-type: none"> 1. Communication complication: Make one unified platform for communication. 2. To broaden the amount of nations on the pro tour, we could open some events in the pro tour for a broader number of nations/riders. A nation quota done through a qualifying event before the final event. 3. If all riders, nations, events and industry are on board together we will in the long be stronger against the FIS and olympic qualifying event series. 4. Use a modified version of the strategic task force as a reference group to get feedback.

WSF WORLD SNOWBOARD FEDERATION WORLD SNOWBOARD TOUR

Wrap-up – working group 3

– The World Snowboard Tour 2.0 – the event organizers perspective

Benefits	Challenges	Solutions
<ol style="list-style-type: none"> One big tour – better to promote A structure that is deliverable for everyone Easier communication structure The media will have a better understanding Cost savings Easier for the audience to identify Better for riders and partners (the highest standard and a better product to sell) Top rider commitment 21 → will go to WSC events Better rider consistency and both equal and high quality events More clarity in what it takes to get from rookie to pro More clear on what events have to work on and what is needed to be elite A clearer between 5 and 6 A reliable and consistent tour – a better image for us A more transparent system 	<ol style="list-style-type: none"> 20 riders field size give few nations (as is WSPL), 7 HP, if 30 riders → 9 SS nations, → 10 HP nations Changes in field size will have an impact on the event organizer! Wild cards should have parameters (if not, add a spot for WQT). Use of wild cards must reflect quality The WQT is not enough structured to see a clear path Qualifying tour 20-30 events. Important to monitor quality The number of events in the WQT must be limited so that all riders can go Sponsorships → finding a category HP – lack of venues / facilities <ol style="list-style-type: none"> Smaller pipes at the lower level (5 star events are 22") 	<ol style="list-style-type: none"> Consider a bigger field Make good parameters for wild cards Detail the WQT – NA tour, Europe Tour, Asia tour etc HP – consider smaller pipes at the lower level Consider different field sizes, SS vs HP, men vs women

JR

Wrap-up – working group 4

– The World Snowboard Tour 2.0 – the snowboarding in general perspective

Benefits	Challenges	Solutions
<ol style="list-style-type: none"> One tour that is legit A clear pathway from rookie to pro The communication will be clear and easy to understand Stability for the riders (a predictable tour) Great for the top riders A strong fundament The support of IMG <ul style="list-style-type: none"> The support A wide global audience More money A stable tour Professionalism Prevent and turn the trend of a decline, make snowboard more popular There will be investments in scoring systems and formats Take back to snowboarders 	<ol style="list-style-type: none"> Field size: <ul style="list-style-type: none"> Top 20 – too small/limited Top 20 will (according to today's WSPL) include only a few nations (6 i mens SS). No riders for central Asia Many nations will not have a rider on the tour. Small nations will with only one rider and small support teams - > divide between the tiers This will affect the attention of the sport in countries with no rider. This does not benefit the spread of snowboarding around the world It will be easy to skim the milk. Huge pressure to one event The quality of the World Qualifier Tour. Quality has an effect on the income to the WQT. The riders will loose. No payback to the federation from the world cup (e.g. UEFA) 	<ol style="list-style-type: none"> Make sure to involve both riders, events and nations concerning field size. Nations – develop the strategic task force. Make sure the 20-riders system do not stagnate, should be 6-8 riders between seasons Make clear criteria for the qualifier tour. Calendar coordination is critical Make a clear pathway Crown a national WST champ. All ranking into one system and unify on one platform (can identify a national WST champ) Broadcast online Better media stories from the lower level Make the Rookie Tour relevant for the WST 2.0. Develop a Global Rookie Tour FIS must adopt

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Wrap-up – working group 5

– A closer co-operation between RA, TTR and WSF

Benefits	Challenges	Solutions
<ul style="list-style-type: none"> Organizational <ul style="list-style-type: none"> Network Faster and more constructive communication Creativity Riders get better information Sport <ul style="list-style-type: none"> Independent Steered by snowboarders, not skiers Feedback from riders More media coverage Image <ul style="list-style-type: none"> Transferring the right image Less confusing 	<ul style="list-style-type: none"> Organizational <ul style="list-style-type: none"> If based on volunteers, not professionals Riders voices – risk: the shouting voices Is RA just a freestyle body? Only prolevel represented Sport <ul style="list-style-type: none"> Already have a qualifying tour for the olympics The WST will be not so important for NSAs under a ski federation No co-operation with FIS is important to make the tour that stands out. Image <ul style="list-style-type: none"> ... 	<ul style="list-style-type: none"> Organizational <ul style="list-style-type: none"> The goal must be – one international governing body We need a new structure We need 3 entities into one with one Executive Board One General manager and one administration Everybody must make an effort and secure a good environment for co-operation Do not co-operate with FIS Riders <ul style="list-style-type: none"> Must act professional Choose two representatives Sports <ul style="list-style-type: none"> Convince by performance Snowboarding is mostly freestyle, open to SBX

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Wrap-up – working group 6

– A closer co-operation between RA, TTR and WSF

Benefits	Challenges	Solutions
<ul style="list-style-type: none"> A better alignment between TTR (events), WSF (nations) and RA (riders) This would be good for everybody Less fragmentation A closer co-operation will make it easier to implement the World Snowboard Tour 2.0 Nations will have a bigger impact Consolidated feedback from the riders A well-functioning RA is a key In order to get the benefit, is it necessary to include FIS to get the full benefit? It will be positive for snowboarding in general, the mass media etc Can work together towards resort 	<ul style="list-style-type: none"> Will all organizations walk-the-walk? Many different agendas and interests How do we make sure that the best decisions are made to the best for snowboarding? Where does FIS fit into this? And will they ever co-operate and be willing to change anything? Double functions, committees, communication and logos WSF – the organization is not enough known RA – the newest and «weakest» organization RA – will all the riders follow and stay loyal, what about the riders that are not top-20. Who can be on the board? Do the riders have any snowboard «heroes» that they listen to? Will the events get an guarantee? Are the riders obligated? National and international dates must be co-ordinated Are we doing the same mistake as ISF did? 	<ul style="list-style-type: none"> Important that everybody follows through – Walk the walk! Strong frames, but secure flexibility Secure a clear communication between important stakeholders WSF 2.0 has a tight schedule: <ul style="list-style-type: none"> We need detailed plan with a clear line with the necessary decisions The concept must be challenge and risk analyzed, to make sure it is solid Consider to postpone the implementation one year The strategic task force (ex. FIS) should be involved to secure feedback and involvement The IMG plans should be analysed and challenged We must trust each other in this process We should compare with other sports which have been through similar process -> both Tour and Federation (surf, windsurf, mountain bike, IBU) Focus to help the RA, the stronger, the better Riders must believe in the new tour RA should reflect also the lower level Use carrot and stick to make sure riders are loyal Calendar coordination

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Questions from the riders group

- How rigid will the contract be between athletes and the tour?
- What role will brands have on the Open events?
- What will the gap be between the pro tour and the international tour?
- Do riders have influence over media content?

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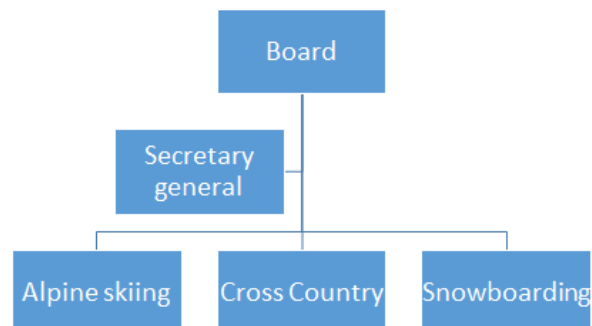




Iceland Ski Association

WSF – Barcelona 2014

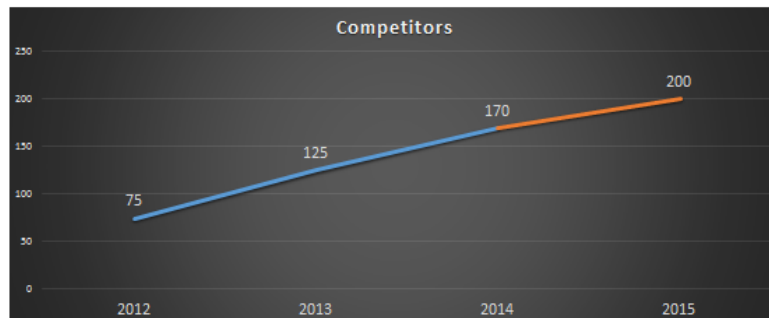
Organization of the Iceland Ski Association



- Iceland Ski Association 1946
- Snowboard from 2012
- 3 major snowboard clubs
- Manly focused on 6-16 years old
- Most kids 10-14 years old
- NSA have 3 competitions
- The snowboard clubs are involved in many other events



Total competitors training in Iceland



Event – Éljagangur

Jib session, slopestyle and boardercross



Event – Iceland Winter Games

Slopestyle with snowboards and freestyle skis





Event - AK Extream - 3 day event
Jibb session, chinese downhill and Big Air



Events – Donald Duck Games – 4 days
- 704 competitors, 105 snowborders
- Slopestyle and boardercross





2014 - 2015

OUTDOOR SPORTS VALLEY



PRESENTATION & KEY FIGURES

OSV CONCEPT

“Outdoor Sports Valley” designates both a region and an industry cluster dedicated to outdoor sports. This region covers the entire Alps and encompasses the thousands of people who work in the sports and recreation industries, the headquarters of most outdoor industry companies, and represents one of the planet’s most unique playgrounds.

2010 FOUNDED IN ANNECY

2011 RECOGNIZED BY THE FRENCH GOVERNMENT AS THE OFFICIAL NATIONAL OUTDOOR INDUSTRY TRADE ASSOCIATION



OSV OBJECTIVES

- Federate, represent, and contribute to growing the outdoor sports industry
- Encourage companies to set up business and initiate new projects
- Shared purchasing and business services to reduce costs for member companies
- Train future managers and employees, foster entrepreneurship
- Encourage and support environmentally responsible innovation
- Promote the outdoor sports industry’s know-how
- Contribute to employee well-being
- Encourage participation in sports and promote the region

OSV KEY FIGURES

250+ MEMBERS



130+ MANUFACTURERS & DISTRIBUTORS FROM THE OUTDOOR INDUSTRY

220+ SPORTS BRANDS

3500+ JOBS

1.5+ BILLION € IN REVENUES

OSV ECOSYSTEM



EUROPEAN OUTDOOR MARKET

The outdoor sports market in Europe is estimated to have generated **16.7 billion euros in revenues in 2012**:

+2% GROWTH FROM 2011 TO 2012

MARKET SHARE ALL OUTDOOR SPORTS PRODUCTS COMBINED:

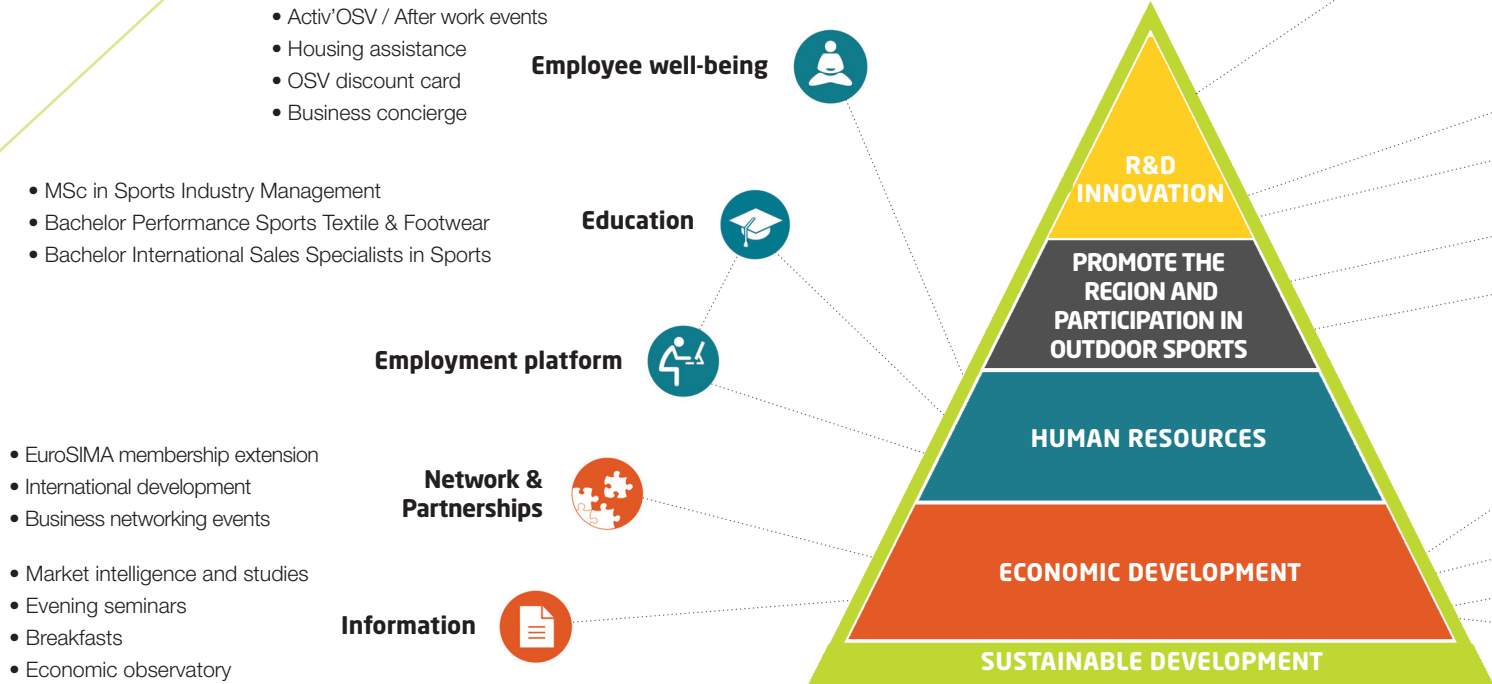
★★★ **Germany 20%**
 ★★ **France 17%**
 ★ **Russia 14%**

BREAKDOWN BY PRODUCT TYPE:

Hard goods	<div style="width: 47%;"></div>	47%
Apparel	<div style="width: 33%;"></div>	33%
Footwear	<div style="width: 20%;"></div>	20%

Source: 2012 sell-out data (incl. VAT) from the OSV/NPD Group study conducted in 2013.

ACTIONS & ORGANIZATION





Sustainable Development

- Social responsibility
- Sustainable development committee
- Working groups
- Outdoor gear repair center
- Eco-event tool kit



Information & research

- Scientific intelligence and studies
- Innovation committee
- Working groups
- Information meetings



Field tests

- Chamonix Mont-Blanc Mountain Lab
- Outdoor Test Center (2016)



Outdoor sports web platform

- Places
- Events
- Clubs and associations
- Athletes



Events

- Brand villages - Camp de Base
- Shared promotional booth space
- Professional trade show assistance - Camp de Base



Shared services and purchasing

- Legal assistance and commercial real estate
- Purchasing platform for packaging
- Lodging
- Vehicle rentals and taxis
- Delivery services
- Laboratory tests – REACh regulations
- Tool Box (see page 7)



Initiate Projects



Support for new businesses

- Incubator-accelerator for innovation (2015-2016)
- Business nurseries and office space (2015-2016)
- Mentoring new business creators

ECONOMIC DEVELOPMENT

OBJECTIVES

**1 SIMPLIFY ACCESS TO A
NUMEROUS SERVICES**

**2 POOL NEEDS FOR OSV
MEMBER COMPANIES**

**3 REDUCE COSTS VIA
PREFERRED PRICING**

TYPES OF SERVICES AND BENEFITS*

ESSENTIAL BUSINESS SERVICES

Commercial real estate, Delivery services, Employment platform, Hotels, Laboratory testing for REACH regulations, Legal guidance, Purchasing platform for packaging, Taxis, Vehicle rentals.

TOOL BOX: A WIDE RANGE OF SERVICES

Business concierge services, Carbon footprint assessment, OSV discount card for employees, Continuing professional education, Eco-friendly printing, Field tests, Housing assistance for employees, Incentive programs and seminars, Marketing/Communications/Digital Strategy consulting, Real estate platform, etc.

INFORMATION & NETWORKING

Economic observatory for the industry, Fansometer, Information evenings and breakfasts covering various topics, Market studies, Membership extension with EuroSIMA (conditions apply), Monthly newsletters.

EXAMPLE OF SAVINGS PROVIDED BY OSV

OSV negotiated preferred pricing with GLS delivery services for sending packages under 30kg within France and throughout Europe. All members have access to the same prices, regardless of volume sent.



Close to 50% savings on delivery costs for most OSV members, and an overall satisfaction rate of 100%.**

BUSINESS INCUBATION & SUPPORT

OBJECTIVES

To foster entrepreneurship within the European outdoor sports industry by bringing together and providing support to entrepreneurs in order to stimulate business relationships, collaboration, as well as new projects. This extensive approach falls in line with the start-up mentoring program established by OSV in 2011.



CREATION

The OSV Campus in Haute-Savoie and the Agrion building in Savoie, two buildings dedicated to providing support for new ventures in the outdoor sports industry, will offer a multidisciplinary service package:

- **Incubator - accelerator** (only in Haute-Savoie): office space, mentoring, training
- **Sports specific business nursery**: shared resources, advice and support, insertion into the business environment
- **Office space**: growth and long-term viability

Both buildings will open in 2015*.



MENTORING

Every year OSV and its partners provide support to several innovative start-ups in the outdoor industry who are less than 3 years old. The entrepreneurs selected benefit from the following services:

- **Mentoring by experienced executives from OSV member companies**, who provide valuable support and advice to each start-up
- **Expanding their network** via their mentor and through a one-year OSV membership paid for by the program
- **Strategic guidance and financial support** awarded in the form of an OSV scholarship and a no-interest loan (certain conditions apply)



DEVELOPMENT

OSV serves as a genuine focal point between members, local governments and several partners (see pages 17 - 18), for:

- **Developing or setting up business in the area**: networking, assistance for recruiting employees/interns, for finding office space, for financing, for employee housing, etc.
- **International development for companies**, through relationships with outdoor industry associations in other countries



EDUCATION & EMPLOYMENT

3 SPECIALIZED PROGRAMS

In partnership with EMLYON Business School, IUT Annecy, and the Université de Savoie, OSV developed 3 specialized education programs* to **train future managers, product managers, and sales representatives** for the outdoor sports industry:

- MSc in Sports Industry Management (SIM)
- Bachelor's in Performance Sports Textile & Footwear (PSTF)
- Bachelor's in International Sales Specialists in Sports (I3S)

Companies will be able to recruit students with an international profile, who are quickly operational, and who know the intricacies of the outdoor sports industry.

KEY FIGURES



100+ STUDENTS FROM
OSV EDUCATION PROGRAMS



15+ NATIONALITIES

> 80% ALREADY RECRUITED
BY THE OUTDOOR SPORTS INDUSTRY

100% TAUGHT IN ENGLISH

CONTINUING PROFESSIONAL EDUCATION

Starting in **September 2014**, professionals in the outdoor industry will be able to take a selection of classes from the PSTF and I3S Bachelor's programs in order to acquire specific skills to enhance their careers.

OSV EMPLOYMENT PLATFORM

Created in September 2011, the employment platform allows association members to publish, for free, their job and internship offers as well as to consult a large CV database. Easy to use and navigate, more than 100 OSV members have taken advantage of this useful tool.

2000+ CVs AVAILABLE

450+ OFFERS
PUBLISHED 

OR 1 EVERY 2 DAYS

Job Offers		50%
Internship Offers		50%

+ emploi.outdoorsportsvalley.org

EVENTS



Through organizing and partnering with events, OSV seeks to contribute to growing the industry both locally and internationally, to encourage participation in outdoor sports, and to promote the region.

PROMOTE THE INDUSTRY, REGION, AND PARTICIPATION

Through brand villages and a common booth space - **Camp de Base**:

- Lake Annecy Maxi Race
- Corporate Games
- Interlac Trail
- High Five (ex IF3 Europe)
- The Reels Snowboard Festival
- Snowboard Garden Festival

By supporting professional trade shows:

- Annecy Showroom Avant-Première - ASAP
- Performance Days
- SportsGear Sourcing Days

By supporting events for the general public:

- La Grande Odyssée
- Red Bull Elements
- Fête de la Montagne et de l'Escalade
- World Snowboard Day

NETWORKING AND INFORMATION FOR THE INDUSTRY

To create synergies, to facilitate networking, recruitment, employee well-being, to encourage common projects, innovation, and establishing best practices, OSV offers members the opportunity to attend the following events:

- OSV evening seminars
- OSV breakfasts
- Sustainable development, Innovation, and HR committee meetings
- Activ'OSV outdoor activities, After work events
- OSV business networking cocktails
- Innovation Think Tank
- Design Summer Camp
- OSV internship forum

INTERNATIONAL DEVELOPMENT

Via the Camp de Base, in partnership with Sporaltec and the Rhône-Alpes Region, OSV provides French companies with support to the major international trade shows, by offering shared services, personalized assistance, and a highly focused communications plan:

- ISPO Munich
- Outdoor Friedrichshafen



SUSTAINABLE DEVELOPMENT

OBJECTIVES

The **Sustainable Development committee**, an integral part of all OSV actions, serves as a platform for member-companies to share ideas. The goal is **to inform OSV members and to initiate projects** in order to encourage the outdoor sports industry to integrate environmental and social concerns into their best practices and organizational strategies.

INFORM COMPANIES

- Latest news (every 2 months)
- Breakfast meetings
- Broad partner network (see pages 17-18)
- European-level work via EOG's Sustainability Working Group
- Partnership in North America with OIA

INITIATE PROJECTS

- Committee meetings (2 per year)
- Working groups (ex.: PFC-free DWR, REACH)
- Shared repair center for outdoor gear (more information below)
- Eco-event tool kit
- Environmental management (ECORIDE)

CONCENTRATE ON 3 KEY ISSUES

- Regulatory compliance (ex.: REACH)
- Eco-design: products, events
- Collecting, repairing, and recycling outdoor gear

FOCUS ON THE SHARED REPAIR CENTER FOR OUTDOOR GEAR

The goal is **to pool local skills, know-how and tools to repair garments for the outdoor sports industry**. The repair center will allow for improving service quality to retailers and consumers, while offering OSV member companies **preferred pricing for all repairs**. Mont Blanc Insertion, based in Passy (74), is the workshop that will handle the repairs.



JUNE 2014
PILOT WORKSHOP OPENS



SEPT 2014
WORKSHOP OFFICIALLY OPENS

INNOVATION - R&D

OBJECTIVES

Since 2012, in partnership with several scientific and technology research laboratories, **OSV facilitates and encourages innovation** within the outdoor sports industry. To accomplish this, member companies have several tools at their disposal:

- **Information:** innovation intelligence newsletters (every 2 months), morning seminars, committee meetings (2 per year)
- **A network of organizations with an expertise in innovation:** Sporaltec, Thésame, Critt, ARDI, Imaginove, BPI, CCI, CMA
- **A network of laboratories for R&D:** Chamonix Mont-Blanc Mountain Lab, Saint Etienne, Voiron
- **Collaborative research studies:** ceramics, thermoregulation, trauma, etc.
- **Events and conferences:** 24hrs of Innovation, Design Summer Camp, Innovation Think Tank



FOCUS ON THE DESIGN SUMMER CAMP

The goal is to bring together engineering and design students, experts, professors, and professionals to discuss **the role design plays in company growth within the Action Outdoor Sports industry**. Following a two-year stint in Southwestern France, the event's 2015 edition will take place in Annecy. The event will then move back and forth each year between the Alps and the coast. OSV members enjoy **preferred pricing** to participate.



FOCUS ON THE "PFC-FREE DWR" PROJECT

The goal of this project, mixing innovation and sustainable development, is to **evaluate the durable water repellent treatment (DWR) alternatives to the fluorocarbon (PFC) based treatments currently in use**. Co-financed and launched by a group of 5 companies and other partners, the study **will be made available to all OSV members as of July 2014**. The next step: conduct **comparative tests of alternative solutions** and then launch an R&D project to develop a **new solution**.

OSV MEMBER BRANDS*



7 by Aerocom, 8 Mont-Blanc, Agence AIR, Agence Poisson d'Avril, Alpes Bivouac, Altimax, Alverne Claire, Ananda Events, Annecy Aventure, Apache Conseil, Aspom, Aventure Nature, Aventure Nordique, Axite CBRE, Banque Populaire des Alpes, Bocafina, CCI 74, CEGID, Certika, CESNI, CF Design, Club des Entreprises, Cluster Montagne, CMA 74, CNPC Sport, ColorCode, Coordination Montagne, Copilden, Cordonnerie du Pont Neuf, Crea Tech Appareil, Crédit Coopératif, CRITT Savoie, Cycle Tyres Direct, Des-I-D, Design & Development, Destination Poudreuse, Digital Effervescence, Digital Stories, Diot Crédit, Docmeter, Dragonne, DSN 74, DZ Développement, Eagle Conseil, E-Ben, ECTRA, Editions Nivéales, Entreprendre & Sport, EPEA Switzerland, Equature, Espace Evasion, EuroSIMA, Evolution 2, Exnovo, Feel Event, FH Design, Finisher, Focus, FPS, Groupe Amallia, Haute-Savoie Demain, Implicite, Imprimerie Villière, Incub'Oxalis,



Initiative Grand Anancy, IPAC, IPRLicensing, KC Organisation, KERNI'Agence, La Haute Société, La Société Secrète, Lake Annecy Ski Resorts, Lake-Montagnes, Like That, Links Communication, Logidyne, Mazars, MNML Agency, Montagne TV, Montagne Shop, Mountain 40, Mountain Bikers Foundation, Mountain Riders, Muzzle, Nelly Fontaine, Obalys, OT Les Contamines, Outdoor Experts, OIA UK, OIA USA, Passform France, Pierrade Events, Prioriterre, Publicis Activ Anancy, RD Cimes, Réseau Entreprendre 74, Rêve de Cime, Savoie Angels, Savoie Hexapole, Service Personnel, SGS, Sitour, Skiinfo, Smile In Events, Snowleader, Société Générale, Sporaltec, Sportair, Stilesens Designer, SWITCH, Synpeak, Systemd, Temporis Consulting, Textile Exchange, Thésame, Think Think Design, Ton Logo Partout, Tremplin Marketing Vente, Ultra Sport Production, Vakario, Vertical Mountain Sports, Wanaka, White Peak, Wikane, Wood Stock Creation, Woolloomooloo, Xline Studio, Zeoutdoor

GOVERNANCE & TESTIMONIALS

EXECUTIVE COMMITTEE



Jean-Luc Diard
Hoka Europe, CEO
[President] Oversight and
coordination for all projects



Jean-Marc Pambet
Salomon, CEO
[Vice-President] International
relations & Sustainable development



Pascal Aymar
EMLYON, Director Sports Programs
[Vice-President] Business
incubation & support



Michel Gaillard
Scott Sports, CFO
[Treasurer] Innovation, R&D &
Chamonix Mont-Blanc Mountain Lab



Benjamin Thaller
Julbo, Marketing Director
[Secretary] Sporting and
professional events

DIRECTORS



Philippe Gallay
TSL Outdoor, CEO
Business services and
professional trade shows



Patrick Giraudon
Nic Impex, CEO
Business services and
professional trade shows



Jean-Marc Decloitre
Nord-Ouest Distribution, CEO
Education and employment



Frédéric Vernet
Columbia Sportswear, HR Director
Education and employment



Jérôme Elbaz
The North Face, Director, France
Sporting and professional
events



Michel Rayot
Tecnica Group France, CEO
Innovation, R&D & Chamonix
Mont-Blanc Mountain Lab



Joakim Gip
Patagonia Europe, Marketing Director
International relations &
Sustainable development



Frédéric Basse
EuroSIMA, President
[Associate administrator]
Partnership with EuroSIMA



Xavier Gallot-Lavallée
Cluster Montagne, President
[Associate administrator]
Partnership with Cluster Montagne



Roland Pesty
Sporaltec, President
[Associate administrator]
Partnership with Sporaltec

HONORARY DIRECTORS

Founding members of OSV's board of directors, they are called upon to lead specific projects.



Bernard Liatti
BL Consulting, CEO



Olivier Cantet
Oakley Europe, GM



Frédéric Ducruet
Pôle Montagne Lafuma, CEO



Alain Vuarnet
Vuarnet, CEO

TESTIMONIALS

"The growth in the number of participants in outdoor sports and the emphasis on new disciplines is essential to ensuring the long term growth and viability of our market. The events program set up by OSV is an important factor rendering our industry more dynamic and attractive." Benjamin Thaller / Julbo

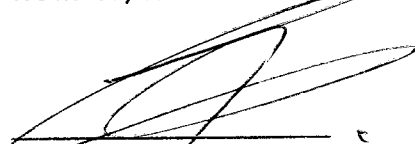
"Having started out with nothing, TSL has been lucky enough to become a leading SME in its market. This is an extraordinary and fantastic adventure that I hope all OSV members will experience. Of course the going is sometimes tough, and that is exactly when OSV is able to provide much needed assistance, whether for guidance, education and training, reducing costs, etc. As an OSV member, I am thrilled to be able to play my modest role." Philippe Gallay / TSL Outdoor

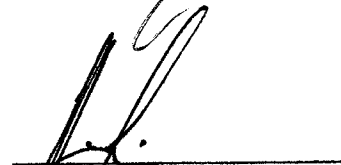
"The future of our industry relies in part on talented recent graduates that will join us and take on the challenges that lie ahead. One of OSV's roles is to contribute to attracting these talented individuals by providing them access to undergraduate and graduate education programs that cater to the specific needs and know-how of the outdoor industry. The successful partnerships established with IUT Annecy, the Université de Savoie, and EMLYON Business School take us in the right direction. The first graduating classes from the OSV education programs are full of an energy and enthusiasm that is in complete contrast to the general negative outlook in France. This breath of fresh air shows that we do indeed have a bright future." Frédéric Vernet / Columbia Sportswear



APPROVAL OF THE MINUTES

We hereby confirm the minutes of the WSF General Assembly 2014



Bruno Carnet (FRA)

Denis Giger (SUI)