

USA SURFING

2018 – 2020 HIGH PERFORMANCE PLAN



Prepared for the US Olympic Committee



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A. PREFACE

Having just finished our maiden year as a USOC Member, there are several areas in this proposal that have been adjusted to meet the reality of what we are dealing with currently and reflect the positive momentum developing as we get closer to Tokyo 2020. While many of the missing puzzle pieces this time last year have fallen in to place, our international federation – International Surfing Association – has altered some key details necessary to plan for team selection and training. We hope to be able to adjust our plans as those details are released. Below is the current state of our understanding:

Tokyo 2020 Qualification:

We know that there will be a total of 20 men and 20 women shortboard surfers in Tokyo 2020. Of those, no more than two men and two women can represent any one country. The professional league – World Surf League – like the NBA and NHL – have agreed to grant waivers to their top surfers to represent their countries in the Olympics and to not schedule major events during the Olympics in Olympic years. It has been determined that the primary qualification for the Tokyo 2020 will be the top two World Surf League (WSL) Championship Tour (CT) surfers, both men and women, from each country at the end of the 2019 season will receive a spot on their nation's Olympic Team. They must also surf in the ISA World Surfing Games in 2019 and 2020 if asked. If they refuse to surf in the ISA World Surfing Games, they can be made ineligible for the Olympic Team and the next best CT surfer from that nation can be asked to join the team. It is our opinion that training is incredibly deficient in even our best surfers and we would want them taking part in the training aspects of our program so they are at peak performance in Tokyo 2020. Also, the top WSL World Tour surfers surf "the best waves in the world." Chiba Japan is not one of the best waves in the world and many of our surfers are better in small beach break

conditions than our top World Tour Surfer. Also, the WSL represents only 8 countries for men and 5 for women. The ISA has 100 member nations, 48 of which fielded team to the ISA World Surfing Games (our gold events) in Biarritz in May 2017. The Pan American Surfing Association (PASA) has worked out a program with the ISA to encourage participation in the PASA Surf Games each year to earn slots and seeding into the Pan American Games. Pan America Games will be an Olympic Qualifier event for the Americas. (See Addendum 1) It has just been disclosed that the WSL will be scheduling the US Open of Surf including Women's CT, Men's 10,000 QS and Men's and Women's Pro Junior Events on top of the dates for the Pan American Games in 2019. This will make it difficult to field our best surfers to the Pan American Games in 2019.

Judging Criteria:

WSL and ISA have similar judging criteria and pull judges from the same judging pool. ISA makes an effort to have more countries represented on their panels, while WSL is very Australian centric (60% of World Tour Event panels are Australian). USA has some of the best judges in the world. France and Brazil judges have a reputation for being extremely biased towards their countrymen (maybe to counter the Australian majority on panels). Each organization uses a 7-judge panel with high and low score thrown out and middle 5 scores averaged. Top 2 scores are counted. They also have a head judge who watches from behind and "moderates" the panel so that the judges establish a scale for the prevailing conditions and stay within the scale. Judges sit side by side and share opinions. Their scores are anonymous to the viewers and competitors. They are reported as judge 1, judge 2 etc. In my opinion the head judge holds too much sway over the panel, the sitting judges receive almost no training to keep their skills up to speed and the anonymity and banter with other judges prevents the individual from evaluating a ride and determining

a score. It results in group think and judging by committee. USA Surfing has been holding judging training seminars around the country for the last 6 years and has placed new judges in member organization events to gain experience working their way up to the USA Prime events and then into the WSL World Qualify Series events. We have put 8 new judges into the USA System including 2 women. There are almost no women in the WSL judging pool. USAS is happy to see our international federation take charge of judging. They plan on eliminating the traditional head judge role and not allow them to steer the panel, they will sequester the sitting judges with head phones so they can't hear beach announcer commentary or banter between co-judges. They plan to have the judges nationalities posted with the scores. They are ramping up with intensive training of the existing judging pool to make sure the panels are top notch by the Olympics. The ISA will control the judging criteria and panels in the Olympics. The criteria will be very similar to the current state of judging in both the WSA and ISA International events, with maybe a slight tweak towards rewarding more progressive surfing.

Professional Athletes –

Like Snowboarding before us and skateboarding to come, the top surfers are sponsored by major surfwear manufacturers and make high six figure to several million dollar a year salaries. They are controlled by these companies who dictate where they go and what they do. Through education, primarily by talent agents like IMG and multisport sponsors like RedBull, these companies are starting to understand the concept of the Olympic Ideal. They are grudgingly accepting they will have no say in how athletes are selected or how they can promote them during the games. Another issue we face with our top athletes is scheduling. The WSL had originally proposed that beginning in 2019, the CT Season would run from March through August as opposed to March through December. It is now rumored,

that because of a permitting issue in Hawaii, that they will continue the season through December for 2019 and possibly beyond.

International Schedules –

The WSL does not announce their schedule until the end of November for the following year. Even when announced, many events are tentative and subject to cancellation. The ISA does not nail down its schedule until, on average, six months before the event. For example, we still do not know where or when our Gold Event, the ISA World Surfing Games, will be in 2019! We have some tentative windows they have worked out with the WSL:

2019 World Surfing Games Windows

Option A—May 28–June 10

Option B—Aug 23–Sept 10

2020 World Surfing Games Windows

Option A—May 5–23

Option B—Mar 10–29

WSL and ISA have a history of scheduling major events on top of one another. Without an intact schedule well in advance of events, it is difficult to get commitment from our best surfers and plan effective training prior to the events.

B. PERIOD COVERED BY HIGH PERFORMANCE PLAN

This plan covers the period from September 2018 through the Tokyo 2020 Olympics – August 2020

C. EXECUTIVE SUMMARY

American surfing is losing its competitive dominance in a sport that traces its origin to United States soil (Hawaii in the late 18th Century). That is a very bitter pill to swallow. However, heading into the 2020 Olympics the USA Surfing Performance Program, with the guidance of the USOC, the United States of America will walk away with gold medals in Japan!

There are an estimated 37 million surfers worldwide; 1.7 million of those reside in the United States. The number of American surfers has exploded by 40% from 2004 to 2016 alone.

One can argue that participation numbers look primarily at recreational participants and should not be looked upon as “losing ground” competitively. Let’s look at the competitive numbers then.

The modern competitive surf tour began in 1976 as the IPS World Circuit, which then became the Association of Surfing Professionals (ASP) in 1983, and is now the World Surf League (WSL) as of 2015. From 1976 to 2011 USA had success with American men taking 56% of the world titles, and American women taking 46% of the world titles. Australia garnered 39% of men’s titles and Brazil 3%, while Australian women took 48% of the titles given out over that period. Arguably USA would be in worse position if it weren’t for a select few Americans who earned multiple world titles. Andy Iron had 3, Tom Curren 4, Freida Zamba 4, Lisa Anderson 4, and Kelly Slater 11. Currently on the 2018 world tour (The top 40 surfing professionals worldwide) USA has 10 athletes that have qualified to compete at that level, up from 8 in 2017. The Bulk of participants are made up of Australia (11, down from 14), Brazil (14, up from 12), and others (ZAF, RSA, FRA etc. 7). If we dial the clock back to 2011 the numbers looked better for the United States: Australia (15), USA (13), Brazil (7), Others (5). Participation in surfing in the USA is growing, so what has changed since 2011 that is putting us behind? While we are making solid headway preparing our juniors for early

qualifying onto the CT, the lack of a cogent American training system and sport performance research is the culprit.

In 2011 Australia opened the first high performance center exclusively for surfing (Hurley High Performance Center or HPC). It is the HPC that has produced the most coherent and meaningful research on surfing performance to date. This year they just completed a \$10 million improvement and addition to their HPC. Last year Brazil followed suit with the Instituto Gabriel Medina (the brain child and financial investment of Brazils first world champion (2014) Gabriel Medina). It appears USA top rivals have embraced the sport aspect of surfing and are making concrete steps to insure their success.

The United States does not have a cooperative performance environment where trainers, coaches, athletes and support staff (including parents) are working toward a common goal. We do not have a training center, from which to house all of the ideas and formulate a systematic strategy. In fact, a cursory Internet search on surf training in the United States reveals neither a standardized approach nor a repeatable consistent training methods. When it comes to performance training for surfing, the USA is the Wild West where ideas are fad driven, and those speaking the loudest are getting the most press, even if what they are yelling is not grounded in fact, research, or results.

USA Surfing is changing the current course of American Surfing. We have put together a team of passionate patriots that include physicians, physical therapists, chiropractors, trainers, coaches, nutritionists, and sport psychologists. Each team member has an established track record in working with athletes and a direct experiential understanding of surfing. The team will take a clinical and evidenced based approach to performance training and support of our athletes, leaving nothing to chance, luck, or whimsy. Our current

team includes the leaders in their fields of sports medicine, physical therapy, sports psychology and training including:

USA SURFING HIGH PERFORMANCE TEAM MEMBERS

Kevyn Dean – MSPT, OCS, USA Surfing medical director, founder of DSC Performance

Dr. Warren Kramer – Orthopedic surgeon and medical director for the WSL

Dr. Tim Brown – Chiropractor, Co-Medical Director WSL, Northern Hemisphere

Dr. Michael Rintala – Chiropractor, Dynamic Neuromuscular Stabilization (DNS) Instructor

Mark Kozuki – Physical therapist and contributing practitioner at Hurley Sports Medicine

Peter Park – Trainer working with many professional athletes, including top-ranked surfer Lakey Peterson

Dr. Michael Gervais – USC sports psychologist

Lisa Anderson – Four-time world surfing champion

Nikki Viesins – Former USA Surf team member and national champion, B.S. Sports and Exercise Science

Dr. Su Wang – DPT, OCS, CSCS, [Movement Specialists Physical Therapy](#)

Kaleigh Gilchrist – Olympic champion (water polo) and professional surfer

Joey Buran – head coach, USA Surfing

Chris Gallagher Stone – Elite technical coach, USA Surfing, WSL coach for Jordy Smith and other top surfers.

The 2020 Olympics are catalyzing USA Surfing efforts to be an open source centralized entity of knowledge. The performance program will create and disseminate surf information on:

- *Coaching (both tactical and technical)*
- *Performance training*
- *Medical issues*

- *Nutrition*
- *Sport Psychology*
- *Equipment*
- *Research*

Surfing being added to the Olympics in 2020 has turned a bright spotlight on the sport. It has given surfers a chance to show the world the legitimacy of the sport they have dedicated themselves to. However, with recognition comes scrutiny. This may be nervous times for some, yet USA Surfing views it as the perfect opportunity to step forward with a complete program worthy of the Olympic rings. With the staff we have put in place, the guidance of the USOC, and the deep talent pool in the USA, we expect the USA Surfing performance program to produce gold medals in 2020.

D. VISION AND MISSION

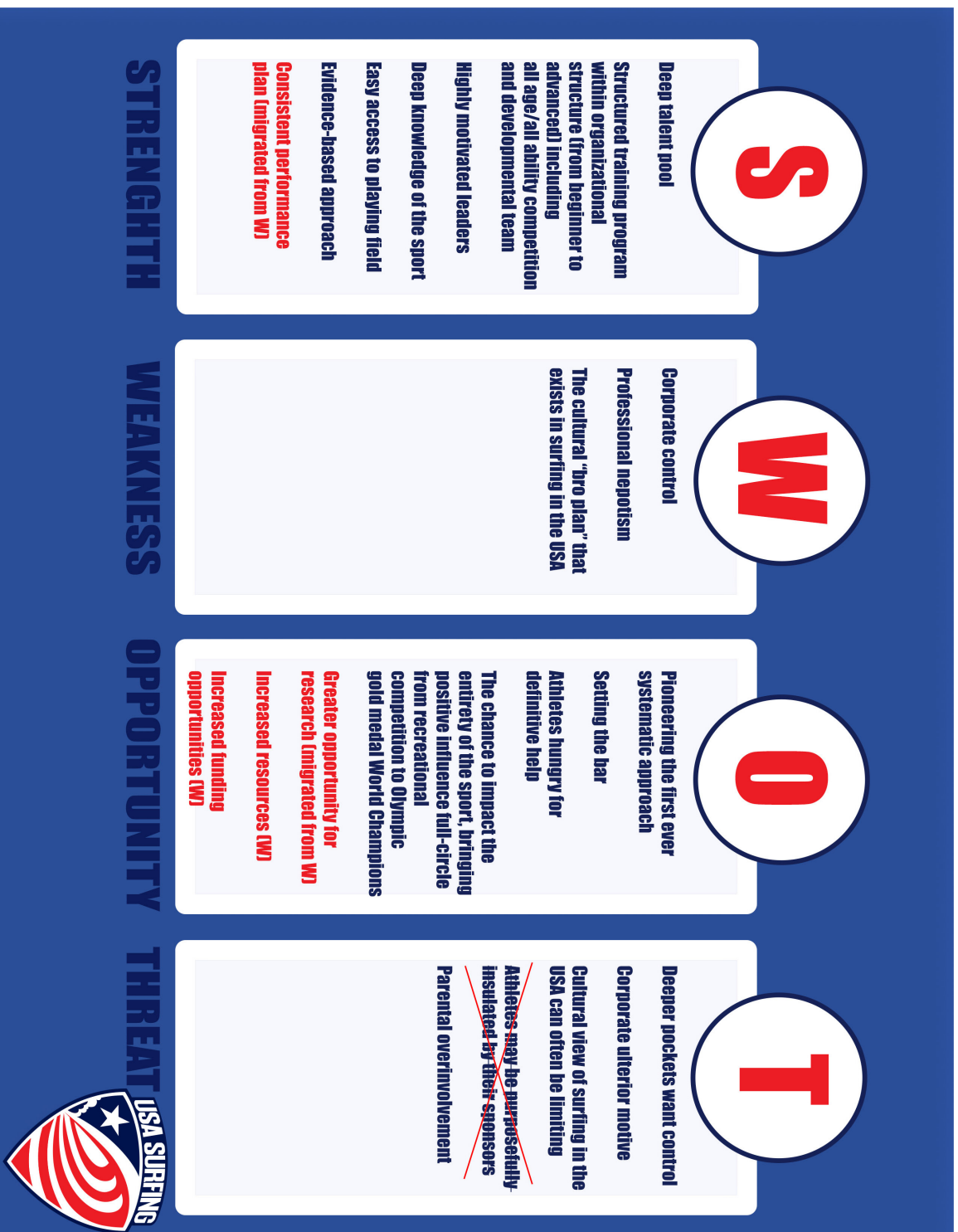
Vision Statement:

We are a catalyst of positive change in the lives of individuals, families, and communities, through purposeful participation in surfing.

Mission Statement:

The Mission of USA Surfing shall be to enable United States athletes to achieve sustained competitive excellence in Olympic, Paralympic, Pan American and Parapan American competition and to promote and grow the sport of Surfing in the United States.

E. SWOT ANALYSIS



F. INTERNATIONAL COMPETITION ANALYSIS

Read any blog or web article about performance training for surfing and you will discover there exists a strong cultural divide amongst surfers. Although many believe surfing is a true sport (therefore requiring performance training of athletes) some view surfing to be a lifestyle as opposed to a sport. As such, training for performance appears narcissistic to the lifestyle believers. Working out to perfect an “art” is even met with open disgust. These beliefs, and the relatively new competitive aspect of surfing, have left surfers with little to no well-defined training programs around the world.

Currently there is only one established (having a clearly defined goal to improve surfing performance, published research to advance the sport, and winning results at every level of participation) surfing performance center around the world: the Hurley Surfing Australia High Performance Center (HPC). The Gabriel Medina Instituto in Brazil opened just last year and not much is known about that program at this time.

Hurley Surfing Australia High Performance Center Summary

Brick and mortar. Facilities recently expanded by four times with a \$5.5 million investment from the Australian Institute of Sport (<https://www.surfindaustralia.com/news/surfing-australias-high-performance-centre-hpc-expansion-project-a-massive-success>):

- Full performance grounds with direct access to surf
- Housing for 42 athletes on the grounds (including a kitchen and ensuite bathrooms)
- 100 seat Auditorium for lectures and technique video review
- Fully stocked gymnasium for training
- Equipment room
- Sports massage
- Skate facility

Education:

- Built in conjunction with Australia Institute of Sport

Scope:

- Works with all ages and levels of participation
- Deficiency:

- Not a comprehensive program as it does not include onsite medical services (No MD, DC, or PT)

USA Surfing High Performance Program Summary

USA Surfing has lacked the funding to have an all-inclusive centralized performance center. Instead USA Surfing partners with local medical businesses and universities to provide the current program.

Brick and mortar:

- Partnering with DSC Performance Physical Therapy
 - 3,000 Square foot training facility
 - Onsite physical therapy for acute injury treatment, physiologic assessment and research
 - Gymnasium for physical training
 - Media room for technique coaching and video review
- Partnering with World Surf League (WSL) medical director, Kramer Orthopedics
 - Direct access to medical evaluation and diagnostics
 - Research
- Partnering with BSR Surf Resort in Waco TX
- State of the art wavepool technology perfect for practicing progressive maneuvers.

Education:

- Partnering with universities for education and research facilities
 - University of California San Diego (UCSD)
 - Offering housing, use of training facilities, access to world-class waves at Blacks Beach
 - California State University San Marcos
 - Offering assistance in research

Scope:

- Works with all ages and levels of participation

Deficiency:

- **FUNDING:** Currently all partnerships are volunteering facilities, manpower and expertise to assist in getting the program off the ground

What we are doing better:

- True comprehensive approach with medical, biomechanics, psychology, nutrition, equipment, physical training and coaching

G. CRITICAL SUCCESS FACTORS

Perceived Value of Training Program

In order to attract the top surfers in the USA to our program, we need to be able to offer them something they are not currently getting. What's lacking is a proven, intensive, all encompassing, Olympic quality training program. Our proposed training program fills that need and is attracting interest from our best athletes.

Funding

We need to make sure we have the funds to run a world class training facility.

Independent

The training program and facilities must be perceived as being independent from the surf brands that are trying to control this aspect of surfing.

Revenue

If all three of the above critical success factors are met – Valuable Training Program attracting the top surfers in the nation, well-funded world-class facility, Independent from surf brands – we will attract a steady stream of aspirational surfers willing to pay for the services utilized by the top surfers in the nation. This will contribute to the overall success and ongoing viability of the program.

H. ATHLETE DEVELOPMENT PIPELINE

The HPP Team:

Medical: Warren Kramer, MD (Kramer Orthopedics: Dr. Warren Kramer, Dr. Sten Kramer, Dr. Ryan Labovitch)

Biomechanics: Kevyn Dean, MPST, OCS (DSC Performance Physical Therapy), Dr. Sue Wang, DPT, OCS, CSCS

Training: Peter Park, BSM, Nikki Viesins, BS Sports and Exercise Science,

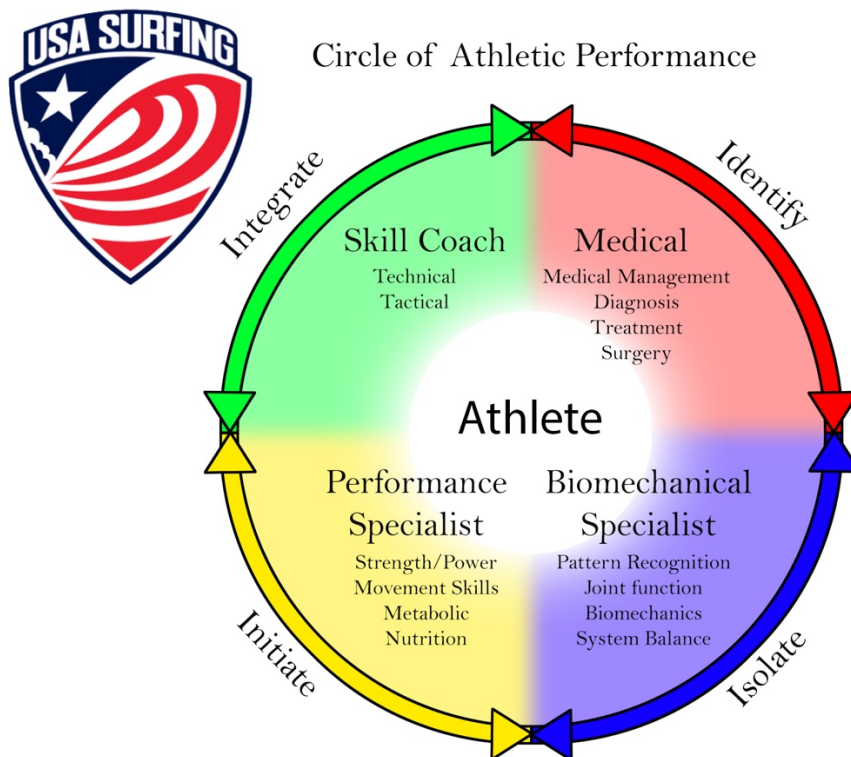
Coaching: Joey Buran, Chris Gallagher, Brandon Phillips

Nutrition: Nicole Carter, Med, CHES

Psychology: Dr. Michael Gervais

Judging: Erik Kramer, Dylan Feindt, Priority Judge Tim Manno

Elite Performance Model: The Circle of Athletic Performance defines the interaction between the support team that surrounds all athletes in the High-Performance Model.



The circle was developed to define the roles of the support team that constantly surrounds each elite athlete in the Athlete Development Program (ADP). At all levels of interaction, the spirit of the circle forms the foundation of the training program. In the same way the Long Term Athletic Development (LTAD) approach governs how training programs are built within the American Development Model (ADM), the circle, adhering to all of the principles of the LTAD, programs all physical performance trainings for USA Surfing.

The circle is made up of four entities that may have multiple disciplines within them. Each part has a role to play in surrounding the athlete and at any point in time an athlete can be working with one, all, or a combination of the team concurrently.

Medical Specialist/s:

Medical doctor, physical therapy, chiropractic, (MD, PT, DC) psychology and nutrition are all within this part of the circle. When an elite athlete enters the performance program, an evaluation phase tests all medical aspects of the athlete. The goal is to diagnose any medical basis for performance limitation and begin the process of resolving any identified dysfunction. After all medical issues are addressed, the athlete progresses through the rest of the circle.

Biomechanical Specialist/s:

Doctor of osteopathy, physical therapy, chiropractic (DO, PT, DC), exercise physiologist and movement specialist are titles/areas of expertise present within the biomechanical specialty area. Dysfunctions are isolated in this phase of the program. Competent movements form the foundation of any performance-training program for USA Surfing. Competence must come before capacity to insure safe and effective training practices. It would be an error to apply capacity (speed, power, quickness, explosiveness, force, strength, etc.) before the surfer demonstrates competency in both movement

and athleticism. When competency issues are resolved, the athlete is approved to work with a performance specialist.

Performance Specialist/s:

Accredited performance coach/trainer initiates a capacity performance program. Strength, power, speed, quickness, endurance, breath skills and performance nutrition, are addressed. Here the stage is being set for the athlete to return to the skill coach.

Skill Coach/es:

Technique, heat strategy, tactical knowledge and equipment advice are areas the skill coach integrates with all of the athlete's newly acquired movement and capacity abilities gained during the full circle process.

Note:

- An athlete can be in process in any part of the circle while currently being in process for another issue in another part of the circle. For example, a surfer may have had hip pain, weakness, or limited mobility, have worked through the evaluation and isolation phases, and be currently working with a performance specialist to regain strength and function in the hip. Then, during a surf session the coach and athlete note decreased paddle speed and power, they can begin the process of evaluating the athlete's upper extremity and core to diagnose any reasons for the noted paddling performance deficits. This is why the approach was drawn as a circle, as the process of improving performance is an infinite loop.
- Psychology appears in every part of the circle. USA Surfing believes that working on a positive mental attitude and psychological success principles should be addressed continually at each stage, with every member of the team.

USA Camps:

- Recreation camps – USA surfing will provide consultation to independent recreational camps
- II. Competition camps (At a cost to the competitor)

- **New Competitors:** Rules, technique, playing field breakdown (using the break to your advantage), heat management, tactics, equipment
 - Criteria: Less than 1 year of competitive surfing, no series wins, surfing for scholastic team, or on NSSA Jr series, or similarly structured comps on east coast.
- **Intermediate Competitors:** New rules they may face (priority), heat management, technique, tactics, equipment, intro to sport psych.
 - Criteria: Greater than 1 year of competition, Making heats in WSA or explorer
- **Advanced Competitors:** Advanced heat management, technique (progressive surfing), Advanced tactics, sport psych, goal setting, nutrition, intro to the Performance Circle (beginning biomechanics evaluation), Goal setting, career management, identification of limiting factors (movement and capacity goals).
 - Criteria: Multiple years of competitive experience: Winning Comps. Competing successfully on NSSA Open or Prime.
- **Elite Competitors:** AT NO COST TO PARTICIPANTS. Complete access to Circle of Athletic Performance and direct access to HPP team: Comprehensive testing: Medical, Biomechanics, Movement patterning, sports psychology baseline measures, Nutrition, Yearlong program for training, surfing skills (technique, heat management).
 - Criteria: Chosen on USA Jr., Master, open, or Olympic team (see separate criteria for choosing each team). Olympic team will be chosen with its own separate process as the competition season, and sponsor demands are different than amateur elite athletes.
 - EAHI: Will be offered only too Olympic team

International Games Preparation: Even at the amateur levels of surfing competition is an international endeavor. In the United States competitors from all around the world can be competed against regularly at most amateur events. Traveling surfing families, amateur surfers wishing to test themselves in the USA, and ex-patriots from all over the world reside for extended periods in North America to surf, and compete in contests. At the lower qualification levels, all USA

surfers are competing regularly against an international pool to gain qualification points in hopes of making the World Tour. As such, preparing for competing internationally is an easier task. The main focus will be to prepare for competing on a world stage with a more robust audience. There have been international surfing contests for decades in surfing however; no surfer has ever been on the Olympic stage.

- Preparing for the Olympic stage: USA surfing will ask the USOC and affiliates for assistance in developing a program that best prepares an athlete for the rigors of the Olympic limelight.

Extending the reach of USA Surfing:

The elite performance model is a new step for the sport of surfing in the USA. Delivering the message nation-wide is a critical component of the model. Educating the culture will serve two purposes. 1. To gain buy-in from all entities currently working with surfers. 2. Solve the geographic limitation of having athletes from all over the nation as part of USA surfing.

Process:

- Identify area around the nation where top athletes are. Because surfing requires access to the playing field (currently a surf break which may change to wave pool access in the future), certain areas around the nation have concentrated groups of talent to draw from. We will find the most talent-impacted areas then determine how to best support those areas. For a fee we will recognize, support, and give access to medical competencies, training protocols, and research to those that want to join USA surfing as a recognized USA surfing medical office, training facility, or coach.
- Identify potential team members around the nation who can advance our mission.
- Training Certification – Cost per course, with yearly membership for access to USA surfing support and research, 4-year recertification process.
 - Level 1 - Intro: Performance Circle, FMS, FRC, DNS, Ginastica, Foundation

- Level 2 – advanced intro: Expanding on Level 1 with application
- Level 3 – Breakouts on specific approaches
- Level 4 - Applying all breakout material to specific athletes

Coaching Development:

As a new venture in surfing we are currently implementing an approach and protocols. Although processes are in place, the implementation will be an on-going process.

Process:

- Coaching Development program.
 - Training
 - Nutrition
 - Psychology of winning
 - Technique founded in proper anatomical principles
 - Heat strategy and management
 - Medical approaches (Developmental sequencing for LTAD)
 - Leadership training
 - Certifications:
 - CPR and First Aid
 - Safe Sport

Coaching certification process: Cost per course, yearly membership for access to USA surfing support and research, 4-year recertification process*.

- Level 1 – Surf instructors
- Level 2 – Amateur Competitor
- Level 3 – Elite Professional and Olympic
- Coaching certification process with form the foundation of requirements to work with the Olympic athletes.

Judging and coach meetings: Explanation: Surfing is a subjective sport. Scores are given based an objective criteria yet ultimately it falls to the subjectivity of the judges to decide how well an athlete performed to the criteria. USA Elite Surfing training camps will have a

component of international judges (USA judges that work internationally) working alongside the coaches and athletes to improve how well the surfers are performing to the criteria.

- Form a panel of Coaches and Judges to assess our current world tour surfers utilizing WSL heat analysis.
- Panel of certified coaches and Judges to assess our Olympic surfers.

Athlete development: Jr., senior, and Olympic

Junior, Senior, Master, team selection will be based on USA championships and rankings in recognized competitions series throughout the year. The Olympic selection process is still to be determined as we are waiting clarification on a definitive qualification process through the International Federation (IF).

- **Junior team:** Being selected on the Jr. team begins a yearlong involvement in USA HPP: Evaluation/testing, coaching, heat management, video review, goal setting, sport psych., and nutrition.
- **Masters/open:** After being selected there will be offered an abbreviated program. 2-4 month HPP. Through the whole year there will be access to the full performance team. The brevity of this program is dictated by the differing needs of our senior team (Most are seeking world tour qualification and traveling), and our Masters team (Most of which are typical 9-5 working men and women).
- **Adaptive/Paralympic:** After being selected there will be an abbreviated, two- to four-month program provided. Through the whole year there will be access to the full performance team.
- **Olympic and Pan Am:** Complete yearlong programming built around the competitive and sponsor dictated schedules:
 - Evaluation: Medical/biomechanical, nutrition, sport psych.
 - Coaching: heat management, technique, judging criteria, video review, goal setting, equipment analysis, movement patterning.

Specialty associations: Access to OTC, to involve USA selected athletes with elite USA athletes who are preparing for world championships or 2020 Summer Olympics.

Sportfolio needs:

The USA Surfing High Performance Program is progressing as planned in implementation. All the pieces have been working well in the private sector through the DSC Performance Program. We have engaged a group of leaders in the industry for Medical, PT, DC, nutrition, sport psychology, and performance training. However, any guidance and assistance from the USOC, who have been working with and progressing athletes to reach immeasurable goals, would be greatly appreciated.

USA Training Camps: Built around the competitive schedule at all levels (see three-year calendar on page 23)

III. Team Selection Criteria

A. Juniors: Junior Team selections are made by the coaching staff based on the following. Previous experience and results with the team in ISA World Junior Surfing Championships. Results in the USA Surfing Prime Series. Results in the WSL Pro Junior Events. Results in WSL Qualifying Series Events. Results in NSSA Open Season Events. This will establish the potential field of candidates. The final determination will be made based on performance at the USA Surfing Championships. If a surfer wins their divisions at USA Surfing Championships and does not age out of that division the following season, they are automatically on the Junior Team.

B. Masters/Open: Masters team will be selected from USA Surfing Championships results. All finalists in the Masters age divisions will be invited to surf against the USA top ex-pro surfers for a spot on the USA Masters Team competing at the ISA World Masters Surfing Championships.

C. Adaptive/Paralympic: Adaptive Team to compete at the ISA World Adaptive Surfing Championships will be the winners of the USA Surfing Championships Adaptive Team Trials.

D. Olympic and Pan American: Waiting for selection criteria from out International Federation.

I. USA SURFING EVENT AND TRAINING CALENDAR:

August 2018 – August 2020

August 10 – 12, 2018 – USA Surfing Prime Junior Event and West Coast Junior Team Training, Del Mar Jetty, Camp Pendleton, CA

August 30 & 31, 2018 – Olympic Hopefuls Medical Evaluation and Training. Introduction to USADA.

September 13 – 16, 2018 – USA Surfing Prime Junior Event and East Coast Junior Team Training – Long Beach, New York

September 14 – 23, 2018 – ISA World Surfing Games, Tahara Japan (Gold Event)

October 12 – 14, 2018 - USA Surfing Prime Junior Event and East Coast Junior Team Training – Atlantic City, New Jersey

October 21 – 22, 2018 - USA Surfing Prime Junior Event and Olympic Team Training – Ocean Beach, San Francisco, CA

October 27 – November 4, 2018 – ISA World Junior Surfing Championships, Huntington Beach CA

October 28 – November 12, 2018 – Window for our CT Surfers to visit Colorado Springs Olympic Training Center

November 15 – 18, 2018 - USA Surfing Prime Junior Event and East Coast Junior Team Training – Nags Head, North Carolina

November 23 – December 1, 2018 – World SUP and Paddleboard Championships – Hainan China

December 2 – 11, 2018 – Pan American Surfing Games – Punta Roca, Lima, Peru. Seeding event for Pan American Games

December 8 – 9, 2018 - USA Surfing Prime Junior Event, Salt Creek, Dana Point, CA

December 12 – 16, 2018 - ISA World Adaptive Surfing Championships
– La Jolla, CA

January 2019 – Olympic Team Training - Colorado Springs Olympic
Training Center

January 12 – 14, 2019 - USA Surfing Prime Junior Event and Olympic
Development Team Training – Steamer Lane, Santa Cruz, CA

February 8 – 10, 2019 - USA Surfing Prime Junior Event and West
Coast Junior Team Training – Huntington Beach Pier, CA

February 12 – 14, 2019 – Olympic Team Training, BSR Wave Resort,
Waco TX

March 1 – 3, 2019 - USA Surfing Prime Junior Event and East Coast
Junior Team Training – New Smyrna Beach, FL

March 8 – 10, 2019 – USA Surfing Prime Junior Event and West Coast
Junior Team Training – Oceanside Harbor, CA

April 2019 – USA Surfing Team Trials and QS 6000 – Lower Trestles,
San Onofre State Beach

May 2019 – ISA World Surfing Games – exact dates and location TBD
– GOLD Event

May 2019 – Olympic Team Training in Makinohara, Japan

June 10 – 20, 2019 – USA Surfing Championships and Team Trials
(Adaptive, Longboard, SUP and Junior Teams) – Oceanside and Lower
Trestles, CA

June 22 – 24, 2019 – Shoe City Pro WSL QS 1000 – South Side Pier,
Huntington Beach, CA

July TBD – USA Olympic Surf Team Training

July 2019 – US Open of Surf – USA Olympic Surf Team Training –
Huntington Beach, CA

July 26 – August 11, 2019 – Pan American Games – Lima, Peru

August 9 – 11, 2019 – USA Surfing Prime Junior Event and West Coast Junior Team Training, Del Mar Jetty, Camp Pendleton, CA

September 12 – 15, 2019 – USA Surfing Prime Junior Event and East Coast Junior Team Training – Long Beach, New York

October 9 – 15, 2019 – ANOC Beach Games – San Diego, CA

October 11 – 13, 2019 - USA Surfing Prime Junior Event and East Coast Junior Team Training – Atlantic City, New Jersey

October 20 – 21, 2019 - USA Surfing Prime Junior Event and Olympic Team Training – Ocean Beach, San Francisco, CA

October 2019 – ISA World SUP and Paddleboard Championships – exact dates and location TBD

November 1 – 3, 2019 - USA Surfing Prime Junior Event and East Coast Junior Team Training – Nags Head, North Carolina

November 2019 – ISA World Longboard Championships – exact dates and location TBD

November 2019 – Pan American Surfing Games – exact dates and location

December 13 – 15, 2019 - USA Surfing Prime Junior Event, Salt Creek, Dana Point, CA

December 2019 - ISA World Adaptive Surfing Championships – La Jolla, CA

January 2020 – Olympic Team Training - Colorado Springs Olympic Training Center

January 10 – 12, 2020 - USA Surfing Prime Junior Event and Olympic Development Team Training – Steamer Lane, Santa Cruz, CA

February 7 – 9, 2020 - USA Surfing Prime Junior Event and West Coast Junior Team Training – Huntington Beach Pier, CA

February 11 – 14, 2020 – Olympic Team Training – BSR Wave Resort, Waco TX

February 28 - March 1, 2020 - USA Surfing Prime Junior Event and East Coast Junior Team Training – New Smyrna Beach, FL

March 6 – 8, 2020 – USA Surfing Prime Junior Event and West Coast Junior Team Training – Oceanside Harbor, CA

May 2020 – ISA World Surfing Games – exact dates and location TBD – GOLD Event

May 2020 – Olympic Team Training – Hyuga Japan

June 10 – 20, 2020 – USA Surfing Championships and Team Trials (Adaptive, Longboard, SUP and Junior Teams) – Oceanside and Lower Trestles, CA

June 22 – 24, 2020 – Shoe City Pro WSL QS 1000 – South Side Pier, Huntington Beach, CA

July TBD – USA Olympic Surf Team Training

July 2020 – US Open of Surf – USA Olympic Surf Team Training – Huntington Beach, CA

July 24 – August 9, 2020 – 2020 Olympic Games, Tokyo, Japan

September 11 – 13, 2020 – USA Surfing Prime Junior Event and West Coast Junior Team Training, Del Mar Jetty, Camp Pendleton, CA

October 2 – 4, 2020 - USA Surfing Prime Junior Event and Junior Team Training – Ocean Beach, San Francisco, CA

October 9 – 11, 2020 - USA Surfing Prime Junior Event and East Coast Junior Team Training – Atlantic City, New Jersey

October 2020 – ISA World SUP and Paddleboard Championships – exact dates and location TBD

November 6 – 8, 2020 - USA Surfing Prime Junior Event and East Coast Junior Team Training – Nags Head, North Carolina

November 2020 – ISA World Longboard Championships – exact dates and location TBD

December 11 – 13, 2020 - USA Surfing Prime Junior Event, Salt Creek, Dana Point, CA

December 2020 - ISA World Adaptive Surfing Championships – La Jolla, CA

J. BUDGET:

USA Surfing 2017-2022 Budget Projection Consolidation of All Departments and Programs

	2017	2018	2019	2020	2021	2022
	ACTUAL					
Revenue						
Donations	5,000	25,000	60,000	80,000	25,000	25,000
Other Revenue	0	10,000	20,000	30,000	15,000	10,000
Entry Fees	84,000	85,000	90,000	92,000	94,000	85,000
Prime Entry Fees	98,000	100,000	105,000	110,000	112,000	100,000
Fundraising Event	0	70,000	80,000	100,000	60,000	70,000
Membership Individual	18,750	0	30,000	40,000	35,000	0
Membership Organizations	37,000	45,000	45,000	45,000	45,000	45,000
Sponsorship	84,000	225,000	350,000	400,000	250,000	175,000
Industry Contributions	0	0	0	0	0	0
Team Member Training/Travel Fee	82,500	45,000	45,000	82,500	82,500	45,000
REVENUE TOTAL	409,250	605,000	825,000	979,500	718,500	555,000
Expense						
Accounting	700	4,100	5,000	5,200	5,500	4,100
Video & Production	2,400	6,000	12,000	22,000	12,000	6,000
Awards	8,000	13,000	13,500	14,000	14,200	13,000
Coaching/Training	2,400	52,400	80,000	120,000	80,000	52,400
Depreciation	0	2,000	2,000	2,000	2,000	2,000
Dues/Subscriptions	1,300	1,300	1,400	1,600	1,700	1,300
Entry Fees	4,500	4,500	6,000	16,000	7,500	4,500
Equipment Leasing	5,200	5,500	6,000	6,200	6,300	5,500
Fundraiser Event Expense	0	3,200	4,000	4,500	4,000	3,200
Insurance, D & O	3,200	3,200	3,400	3,500	3,700	3,200
Insurance, Gen Liab	2,900	3,000	3,100	3,200	3,400	3,000
Insurance, Health	0	0	0	0	0	0
Insurance, W/Comp	0	2,100	2,100	2,100	2,100	2,100
Interest Expense	0	0	0	0	0	0
Judge Expense	92,000	95,000	98,000	105,000	107,000	95,000
Legal	0	0	0	0	0	0
Licenses & Fees	5,200	5,400	5,800	6,200	6,400	5,400
Meetings/Semnr/Conv	3,500	4,500	6,000	7,500	8,000	4,500
Outside Services	112,000	72,000	78,000	82,000	84,000	72,000
Event Staff	8,000	10,000	12,000	14,000	15,000	10,000
Photographer Expense	6,000	6,000	8,000	12,000	8,500	6,000
Postage & Freight	2,200	2,400	2,800	3,200	3,400	2,400
Rent	8,400	12,000	12,000	12,000	12,000	12,000
Repair & Maintenance	2,600	3,500	3,800	4,000	4,200	3,500
Salaries & Wages	0	72,000	140,000	140,000	140,000	110,000
Service Charges	1,600	800	800	800	600	800
Supplies	3,700	5,000	6,000	8,000	6,500	5,000
Taxes, Payroll	0	3,500	11,000	11,000	11,000	3,500
Telephone/Communications	4,200	5,000	6,000	8,000	6,200	5,000
Travel, Lodging	40,000	40,000	52,000	80,000	40,000	40,000
Travel, Meals	11,000	13,000	14,000	18,000	15,000	13,000
Travel, Transportation	38,000	32,000	45,000	55,000	45,000	32,000
Travel, Other	4,200	5,000	6,000	10,000	6,000	5,000
Uniforms	3,000	3,500	5,200	8,000	6,000	3,500
Utilities	2,400	4,800	5,000	5,200	5,400	4,800
Website	3,000	3,000	5,000	8,000	6,000	3,000
EXPENSE TOTAL	381,600	498,700	660,900	798,200	678,600	536,700
NET REVENUE	27,650	106,300	164,100	181,300	39,900	18,300
Accounts and Loans Payab	(167,195)	(139,545)	(33,245)	0	0	0
Profit	(139,545)	(33,245)	130,855	181,300	39,900	18,300

K. PRIORITIZED LIST OF INITIATIVES/FUNDING SUPPORT REQUESTS:

Inbody 570 body composition analyzer

This will allow us to add body composition of all of our athletes in our testing mix.

Cost: 18k

Normatec Recovery system

These will be NEEDED when we travel with the team. It will allow us to help our athletes recover post workout, heat, travel, etc.

Cost: 1.5k per unit: 1-4 units to travel with: 4k

Delphi blood flow restriction system

Training the team using blood flow restriction would enable us to gain strength, power, and build stability without having to overly tax the body due to impact.

Cost: 4k

Woodway 4-front treadmill

State of the art treadmill so that we can test athlete aerobic endurance, and progress to V02 max testing.

Cost: 15k

Keiser Functional Trainer

A pneumatic exercise unit to safely train athletes under a controlled load. This would also help us train and test our athletes for rotational power (indispensable in the surfing athlete).

Cost: 6k

PowerPlate Pro 5

Total body vibration machine that will help train strength, proprioception, balance/coordination without the effects of high velocity loading of joints.

Cost: 10k

Total for Equipment (Above) \$57,000
Offsite Housing for 2020 Tokyo Olympics - \$50,000
Getting staff to World Championship Events – 6 staff members 2 events annually - \$48,000
February 2019 and February 2020 Colorado Springs 4-day training session for Pan America and Olympic Team and Staff - \$40,000
Training Session at BSR Wave Resort in Waco TX – 4 days \$10,000 a day - \$40,000 (this is a half price negotiated rate)
WSL Judge and WSL Priority Judge to help during training - \$300 a day each – 12 days - \$3,600
Videographer for training review - \$600 a day x 12 days = \$7200
Tokyo Liaison Jon Omari - \$6000
United Airlines VIK - \$30,000

L. BUSINESS DEVELOPMENT PLAN:

Goal:

Raise the profile and perception of USA Surfing

Action:

Continue to develop High Performance Training Program to attract the best surfers in the nation.

Goal:

Gold Medals at Pan America Games and 2020 Tokyo Olympics

Action:

By attracting the best surfers in the nation with our HPTP early in the cycle, we will coach and train them in an all-encompassing way, never before utilized in surfing. This will give an already strong team the edge in Olympic competition.

Goal:

Build a USA High Performance Surf Training Center that will be self-sustaining.

Action:

Continue developing the HPTP with our partners and attracting the best surfers in the country will create demand for these same services by aspirational surfers. Training and camp fees from these aspirational surfers should fund co-leasing our own space within the existing DSC Training Facility and allow us to have our own training facility utilizing the staff of DSC on an as needed basis.

Goal:

To pay all the costs related to selecting, training and fielding the USA Surf Teams.

Action:

Develop revenue generation programs through sponsorship, licensing, surf camp and training/medical facility licensing, and coaching and judge development programs. Also, conduct grass-roots fundraising events around the country and develop a donor base and supporter membership program.

M. REVENUE GENERATION PLAN:

Events – continue the USA Surfing Prime Series and USA Surfing Championships. Grow the Adaptive, Adult, SUP and Longboard entries in USA Surfing Championships to generate \$20,000 in additional revenue in 2019.

Licensing – expand our licensing program to hats through New Era Cap available through their e-commerce site. Potential \$50,000 in revenue per year. Continue the Carver Skateboard Licensing Program. Work to generate more interest in the new USA Surf Team model so revenue will exceed \$10,000 in 2019. Work with OuterStuff as t-shirt licensee.

Surf Camps – roll out the official USA Grom Camp affiliated surf school program. Goal of 30 camps in 2019 and 50 camps in 2020.

Advanced Surf Training Camps – run two annual week-long camps in 2019 utilizing USA Surfing Coaching and Training Staff for aspirational surfers wishing to improve their skills. Goal of 40 students in each 1 week camp. \$80,000 potential revenue.

Advanced Surf Training Program – Hold twice weekly training sessions at USA Surfing High Performance Center for U14 Boys and Girls, Under 18 Boys and Girls and WSL QS Men and Women. Potential \$120,000 revenue.

Grassroots Regional Fundraisers – Hold 5 regional fundraisers around the country to support the USA Surf Team – Goal of \$50,000 per year.

Major Annual Fundraiser – Awards Banquet and Golf Tournament to support USA Surf Teams. Revenue Goal \$100,000

Sponsorship Sales – Continue our successful sponsorship sales program with Carter Sports Marketing. Compensated with a negotiated commission of no more than 15% of sales. Target of \$325,000 in 2019.

Affiliate/Supporter Membership – develop and execute and new Affiliate/Supporter Membership program. Target of 1000 supporting members at \$45 per - \$45,000 potential revenue.

Donor Program – develop program to attract larger donors to USA Surfing. Goal of \$50,000 in 2019.

Event Sanctioning – develop and execute a model for sanctioning events with revenue. Potential \$?

Coach/Trainer/Judge Certification – Continue training and certification program around the country. Revenue \$12,000

Facility Certification – develop program to certify training and medical facilities as official USA Surfing centers. Potential revenue \$?

N. ADDENDUM 1

PASA Pan American Games Qualifier

Addendum – PASA Qualifications for Lima Peru Pan American Games 2019

POSTED BY: [PASAORGG](#) 9 JULY, 2017

During the 2017 ISA World Surfing Games held in Biarritz, France, past may, the Executive Board of the International Surfing Association (ISA) **approved the Qualification System for Lima 2019 Pan American Games**, as **previously approved by the PASA Assembly in Lima, last October 2016**.

This Rulebook establishes the system with which PASA Member Nations will be able to qualify their athletes to one spot of the Surfing disciplines of **Lima 2019**.

PASA President, Karin Sierralta, said,

“This is a great moment for Surfing in our continent. We thank the Pan American Sports Organization (PASO) and Lima 2019 Organizing Committee for the opportunity to our member nations to be able to prepare for Tokyo 2020 in the biggest sporting event of the Americas.”

The system that we introduce today was made with the objective to give all our member nations the same opportunity to qualify and to have the largest amount of participant countries in Lima 2019, an event that also will be a qualifier for Tokyo 2020. These details will be published by the ISA in following days.”

PASO has approved a total of **88 places for Lima 2019** in the following disciplines:

- 16 Open Men's Surf
- 16 Open Women's Surf
- 9 SUP Surf Men's
- 9 SUP Surf Women's
- 10 SUP Race Men's
- 10 SUP Race Women's
- 9 Longboard Men's
- 9 Longboard Women's

Based on this PASO resolution, the Qualifying Rules of PASA establishes that the places will be distributed as follows:

Open Surf:

In both genders, the following places will be designated:

- 2 places for the host country
- 2 places for the first place team in the 2018 PASA Pan American Games Team Ranking
- 2 places for the second place team in the 2018 PASA Pan American Games Team Ranking
- 2 places for the 2018 ALAS Latin Tour Champion and runner-up.
- 2 places for the best placing athletes from the Americas at the 2018 ISA World Surfing Games
- 6 places for positions 3 to 9 in the 2018 PASA Pan American Games Team Ranking (1 place per country)

Longboard

In both genders, the following places will be designated:

- 1 place for the host country.
- 1 place for the best placing athletes from the Americas at the 2018 World Longboard Championship.
- 7 places for Top 7 Nations according to 2018 PASA Pan American Games Team Ranking (1 place per country)

SUP Surf

In both genders, the following places will be designated:

- 1 place for the host country.
- 1 place for the best placing athlete from the Americas at the 2018 ISA World SUP and Paddleboard Championship.
- 7 places for Top 7 Nations according to 2018 PASA Pan American Games Team Ranking (1 place per country).

SUP Technical Races

In both genders, the following places will be designated:

- 1 place for the host country.
- 1 place for the best placing athlete from the Americas at the 2018 ISA World SUP and Paddleboard Championship.
- 1 place for the best placing athlete from the Americas at the 2018 **Association of Paddlesurf Professionals** (APP) World Tour.
- 7 places for Top 7 Nations according to 2018 PASA Pan American Games Team Ranking (1 place per country).

Athletes who are already qualified through different events will give their place to the following athlete according to PASA Ranking.

In the case of a country has more athletes qualified at other events like ISA, PASA or ALAS, Ranking PASA will be considered the first priority, followed by ISA and finally ALAS Rankings.