



National  
Interscholastic  
Cycling  
Association

# 2012



## Annual Report





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Front Cover: Trek All Star Student-Athlete Award recipient, Kate Courtney, Branson High School, NorCal League. Inside Cover: Zach Tucker, Specialized Student-Athlete Leadership Award recipient, Lyons High School, Colorado League.



## Message From The President

On behalf of the National Interscholastic Cycling Association (NICA) Board of Directors, it is my pleasure to present our 2012 Annual Report. This report not only summarizes the successes we have had this past year, but also puts into context the incredible growth we have achieved since our initial launch just three short years ago.

In addition to the raw facts, figures and statistics contained in this report, we have provided photos and narratives (look for the blue the arrows ➡ ) sharing some of the most compelling stories that describe the profound impact our programs have had on the lives of those who have participated as student-athletes, coaches and volunteers. These stories of triumph, courage, dedication and strength of character are those of our Annual Award recipients, many of whom you see in this report.

As Board President, I have had the unique privilege of getting to know each of these award recipients and many of their families over the last three years. And each one has shared with me an amazing, personal story of how NICA's programs have affected their lives. At this year's incredible Annual Awards Banquet, recipients, selected from more than 200 nominations across thirteen award categories, spoke to the core values and principles of our organization and our ultimate mission and vision for the future of high school cycling.

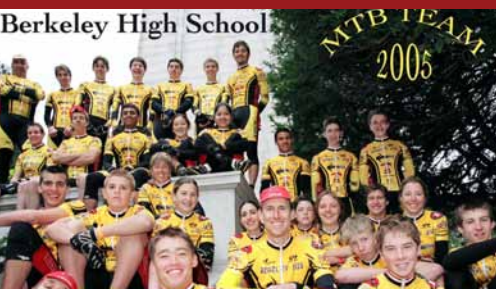
From the Utah League, student-athlete Mark Doty, described how focusing on the training regimen set out by his team's coach and boost from the excitement of the races, helped him overcome substance abuse issues (Page 42). An avalanche of nominations for coach Whitney Pogue also from the Utah League, crediting the mother of four, who had just finished her first year of coaching, with inspiring and motivating an entire team of young female student-athletes in ways that improved not only their fitness and bike handling, but, more importantly, their self esteem and confidence (Page 41). And from the NorCal League, student-athlete Kate Courtney shared her thrilling ascent from inexperienced freshman rider to NorCal League Champion, California State Champion and US National Champion (Page 43).

As the raw data and these compelling stories document, we now have a proven model for delivering quality, compelling and relevant school cycling programs on a national level. Our just initiated "National Expansion Campaign" is aimed to enhance our organizational capacity to meet the explosive increasing demand for our award winning programs.

It is with great pride that I report that with your support and involvement, we have established a successful national movement that is defining the future of youth cycling. Thank you all for sharing NICA's vision and for enabling us to pursue our mission!

Rick Spittler, President, Board of Directors  
(and proud parent of 2004 NorCal League Girl's Varsity Champion, Elena Spittler)





## Executive Summary

Having been involved with the high school cycling movement since the early days first as a coach, then a board member of the NorCal League and, subsequently, a key player in the formation and growth of NICA, I was honored to have been asked by the Board of Directors in late 2012 to serve as the executive director. Over the past eight years of riding and coaching teenagers and instructing other coaches in every NICA League, I have seen first-hand the transformative power participation on a well-run high school cycling team can have on its student-athletes, coaches and volunteers.

As such, on behalf of NICA's dedicated staff, I am thrilled to present our 2012 Annual Report. This document tells a compelling story of how nearly 2,000 student-athletes from more than 300 high schools worked with almost 800 outstanding coaches this past year to learn life-long lessons while experiencing the outdoors on bicycles. The report also succinctly and graphically explains the key tenets and core principles that guide us along the "NICA Way" of providing our programs and services to all participants. Each participating league within the NICA community is profiled and statistics are presented to highlight the incredible growth of licensed coaches, registered teams and participating student-athletes. The "nuts & bolts" of our funding and operations are also detailed and the report closes with a summary of our annual participation survey.

As we wrap-up 2012, we are amazed to look back at the success of all ten NICA Leagues operating in 9 different states across the country. We are also thrilled with the early efforts of our three newest Leagues (New York, Arizona, and Tennessee) as they are benefiting from the lessons learned from the incredibly successful launch of the Utah and Minnesota League last year. We have learned how to make high school cycling work and the proof is in our incredible growth and the fact that 97% of our non-graduating student-athletes report that they are going to continue their participation next year! Equally impressive is that based on the average duration and number of team practices held over the high school mountain bike season, each student-athlete participates in 276 hours of supervised activities. Based on our total 2012 ridership, this amounts to a staggering 551,172 total hours of student-athlete participation per year!

Looking ahead, our focus for 2013 is to further sharpen and refine all of our systems and programs with the primary goal of increasing our ability to bring new leagues online while also reducing operating costs for established leagues. Ultimately, we want to realize our mission of providing the opportunity for teens across the nation to strengthen their minds, bodies and character through participation on high school cycling teams.

Austin McInerney, Executive Director





## Executive Summary Statistics

### 10 Leagues

*546 hours of league activities (40 hours) racing,  
(12 hours) rider camps, (16 hours) coaching clinics,  
(10 hours) fundraisers and special events.*

### 180 Registered Teams

*68 team races and practices per season  
32,580 total hours of team activities per season.*

### 739 Licensed Coaches

*203,964 total hours of licensed coaching.*

### 1,997 Registered Student-Athletes

*276 hours of participation per student- athlete  
551,172 hours of total student-athlete participation for 2012.*



From top left down facing page: Austin McNerny as newly minted executive director, introducing the 2012 Awards Host, Lea Davison who represented the US at the London Olympics. Mentoring young riders including, Russell Hilken as the head coach of the Berkeley High School MTB Team for six years. Teaching and training at coaching summits working directly with each NICA League to develop much of the curriculum that has gone into the Coaches Manual. Enjoying the perks, ripping up the course as a roaming course marshal in more than 40 races. Advocating on Capitol Hill as part of the National Bike Summit. From top right down this page: Group photo from the 2012 NICA Awards Benefit Ride, sharing the stage with Matt Fritzinger, Mike Sinyard and Ben Capron at the official launch of NICA organization and the high school mountain biking movement at the 2009 Interbike in Las Vegas. Representing NICA on the IMBA Corporate Team for 24 Hours of Old Pueblo. Accepting the 2010 Shimano Community Impact Award for his tremendous contributions to formation and establishment of the Norcal League, NICA and the national high school mountain biking movement.





The NICA Way





## Vision

National Interscholastic Cycling Association (NICA) is a youth development organization, governs high school mountain biking and provides leadership, governance and program support to promote the development of interscholastic mountain biking leagues throughout the United States. **NICA exists to enable every American teen to strengthen body, mind and character by participating in a high school mountain bike racing experience that is inclusive and equal.**

## Mission

NICA will develop **high school mountain biking coast-to-coast by 2020**, by doing the following:

- Teach athlete skills development, excellence, teamwork, professionalism and respect for the community and the environment;
- Promote the sport of mountain biking and the benefits of mountain biking as a healthy, low impact, outdoor recreational lifestyle;
- Facilitate national leadership and governance through the development of comprehensive policies, rules and guidelines to establish fair rules of play and codes of conduct;
- Provide comprehensive coaches training and licensing program to establish and maintain national standards and best practices;
- Develop and refine comprehensive risk management guidelines for mountain bike programming to establish and maintain national standards and best practices;
- Provide onsite and remote technical assistance and support for league formation, team formation, races, camps and special events;
- Empower individual leagues to follow tested models of league development, sustainable fiscal growth, and corporate and individual donor development;
- Advocate for the environmental conservation and restoration of natural areas and parklands, mountain bike trail access, and the development of multi-use sustainable trail systems.







## Five Core Principles

NICA is guided by **five core principles** that are fundamental to the “NICA Way” and critical for the successful establishment of sustainable high school mountain biking leagues.

### Inclusive

*All student-athletes participate, 100% of the time. No one is “benched” and everyone is encouraged to participate.*

*—More than 20% of NICA student-athletes had less than one year of riding experience when they joined the league, and by the end of the season, 99% said they will continue to ride for the rest of their lives.\**

### Equal

*All student-athletes are treated equally. Team scores are a combination of boy and girl points. One in five of NICA student-athletes in 2011 were girls.\**

*—92% of NICA student-athletes reported that their coach did a “great job” creating a positive, safe, inclusive and team environment.\**

### Strong Body

NICA emphasizes wellness through *lifestyle, nutrition* and *exercise*. Improving physical fitness and overall wellness are at the center of NICA training and education.

*—95% of NICA student-athletes reported that their health and physical fitness improved because of their participation in the league.\**

### Strong Mind

*NICA student-athletes are students first. Our programs encourage academic excellence.*

*—More than 1/3 of NICA student-athletes reported academic improvement because of their participation in the league.\**

### Strong Character

*NICA student-athletes are expected to work hard, respect others and give back to their teams and communities. Our programs encourage trail stewardship, bicycle advocacy and mentoring.*

*—92% of NICA student-athletes reported an increased awareness and respect for other trail users. NICA student-athletes and their teams perform hundreds of hours of trail work annually as active stewards of the trail systems they ride.\**

*\*Source: 2012 NICA Participation Study*





## What We Do

**The National Interscholastic Cycling Association (NICA)** is headquartered in Berkeley, California. As a governing body of high school mountain biking in the United States, NICA provides support for the creation and management of interscholastic cycling leagues throughout the country.

NICA provides a comprehensive range of resources, programs, online and staff services and a proven track record of successful league development.

NICA is supported financially by corporate sponsorships, grants, annual license fees and individual donors. NICA receives no funding from the federal, state or local government.

NICA strives to foster an environment that places an emphasis on all riders having a positive experience both in competition and in every day cycling. It is our hope that NICA student-athletes embrace cycling as lifelong sport.



*NICA creates and supports chapter leagues in the U.S.*

NICA places an emphasis on coaching education and risk management. We support annual coach summits in every region where a league exists that teaches coaches the current best-practices in youth cycling. Our coaches licensing program is one of the most comprehensive in youth sports and is intended to ensure that all NICA coaches are sufficiently knowledgeable so as to have a positive influence on their student-athletes.

**NICA is a national governing body for grades 9-12 interscholastic mountain biking and as such:**

- NICA creates and supports chapter leagues within specific geographic regions across the US.
- NICA provides start-up grants, comprehensive programs, resources and staff support for League start up and ongoing operations.
- NICA provides website management, registration, an online rulebook and a proprietary race timing and scoring system.
- NICA provides a coaches licensing program that includes training and skills instruction manuals, online webinars, conferences, testing, and criminal background checks.
- NICA provides a comprehensive Student-Athlete registration, training manuals and curriculum.
- NICA is a 501(c)3 Youth Development Non-Profit Organization.





## “The NICA Way”

“The NICA Way” is based on more than a decade of proven leadership, governance and programmatic support to promote the creation, development and sustained operation of high school mountain biking leagues.

### Leagues

NICA leagues produce races, camps, and outreach and special events to support the development of new coaches, teams, and student-athletes.

### Coaches

NICA licensed coaches create teams integrated within high schools and provide mentoring, instruction, training oversight, and race support for its student-athletes.

### Teams and Clubs

School based teams recruit, train and support the development of student-athletes to honorably represent their school in their leagues' programs.

### Student-Athletes

NICA student-athletes learn the skills and discipline of riding, training, teamwork, goal setting and giving back.

### Families

NICA student-athletes inspire their parents and siblings to start riding. 61% of dads and 37% of moms start to ride again as a result of their child's participation.\*



National  
Interscholastic  
Cycling  
Association

Leagues



Coaches



Teams and Clubs



Student-Athletes



Families

*Every \$100 invested in NICA results in 8 hours of NICA Team activities and 69 hours of NICA Student-Athlete participation.\**

*\*Source: 2012 NICA Participation Study*





## Board of Directors

### **Rick Spittler, President**

Non-Profit consultant, Rick Spittler's daughter rode in the NorCal League and he saw first hand the tremendous impact it had on her life, those on her team and all of the student-athlete participating in the league. Rick brings to bear his considerable organizational building skills to NICA in order to see that it reaches its full potential and brings high school mountain biking coast to coast by 2020.



### **Eric Russell, Vice President**

Clif Bar National Sales Manager, Eric Russell, has a vision for NICA as an organized network of competitive high school cycling teams, coast to coast, with recognition and support from school districts.



### **Trevor Thorpe, Secretary**

Former national pro, Trevor Thorpe, knows how important organized racing programs can be for young riders and as an attorney is able to advise NICA on legal matters and organizational issues.



### **Thomas Zirbes, Treasurer**

Financial Advisor, Thomas Zirbes, has served on numerous non-profit boards and provides NICA with a solid understanding of non-profit organization and financing.



### **Kozo Shimano, Board Member**

Former president of Shimano American Corporation, Kozo Shimano, provides a detailed understanding of the US cycling landscape and a deep commitment to cycling as a 'life sport.'



### **David Curtis, Board Member**

With over 25 years of brand consulting experience, Dave Curtis developed the NICA "brand family" from the ground up to express a unified national voice for youth cycling.



### **Forrest Arakawa, Board Member**

MTBR photographer and pro athlete, Forrest Arakawa, provides a pulse on the evolution of the sport, and a brings vast network of friends and contacts across the industry and the country.



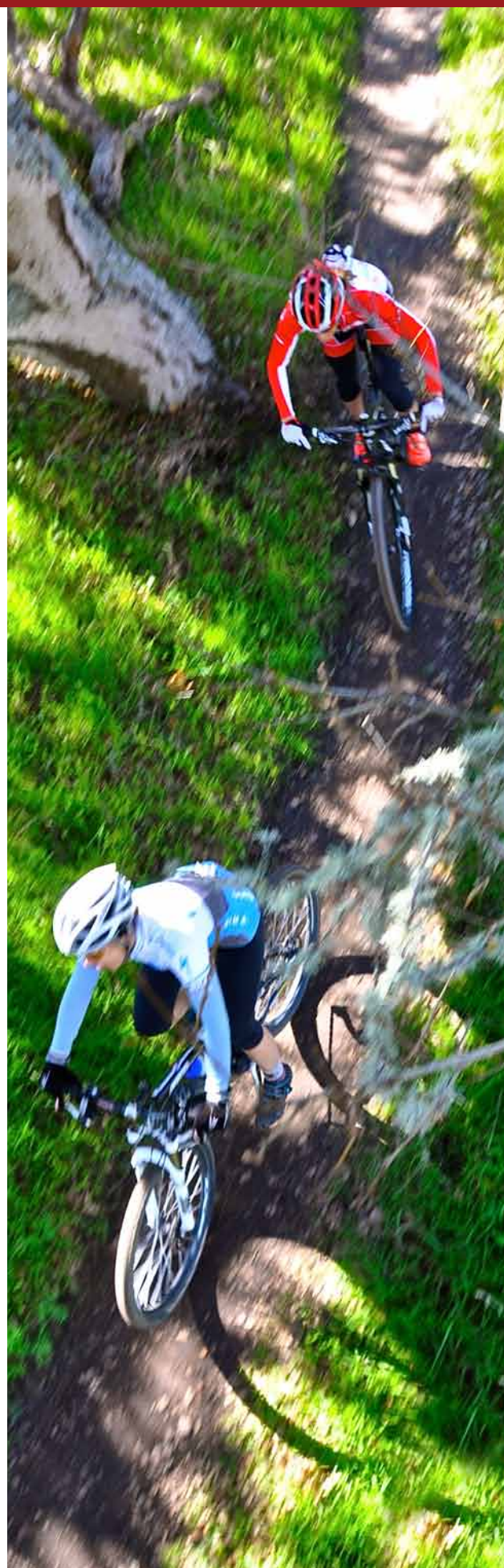
### **Sara Ecclesine, Board Member**

SIDI Brand Manager, Sara Ecclesine, provides the perspective of an experienced industry veteran and an accomplished rider and coach, keenly interested in bringing young women into the sport.



### **Ben Capron, Board Member**

Former Director of Global Marketing at Specialized Bicycle Components, Ben was instrumental in getting them to be the founding sponsor of NICA. His vision is for student athletes, from coast to coast, to experience the joy and empowerment that comes from riding.





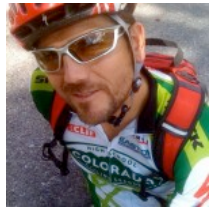


## Management Team



### **Austin McInerney, Executive Director**

Austin has been involved with high school cycling movement since 2003 when he took over as head coach at Berkeley High School. With his experience gained from five years as head coach, extensive race course marshaling, and 30 years of riding, Austin has contributed to the development of the core teaching materials used by NICA to launch new leagues and improve the coach license program. Austin played a significant role in the formation of NICA while serving as president of the NorCal League Board of Directors. With a background in environmental mediation and a masters degree in regional planning from Cornell University, Austin has been an effective advocate for expanding off-road riding opportunities and is thrilled to expand his involvement with NICA as executive director. Contact: [austin@nationalmtb.org](mailto:austin@nationalmtb.org)



### **Matt Fritzinger, Founder, Special Projects**

After a short career in the Mechanical Engineering field, Matt discovered teaching high school mathematics a more rewarding experience. Before long he discovered that his cycling experiences (15 years road and mountain bike racing, 8 years working in bike shops and organizing local races) lent themselves to coaching, and formed the Berkeley High Mountain Bike Club. The success of the club eventually led to the founding of the NorCal High School Mountain Bike Racing League in 2001, which he led until 2010. In 2008, with a generous grant from Easton Foundations, Matt directed the creation of the SoCal League and a year later the launch of the National Interscholastic Cycling Association in September of 2009. Contact: [matt@nationalmtb.org](mailto:matt@nationalmtb.org)



### **Lauren Haughey, Finance and Administration Director**

It wasn't until after Lauren graduated from college with a degree in Russian History, married a cyclist and had a couple of kids that she discovered her true passion for cycling. As a result, after a 16 year career stint in eCommerce, Lauren left the corporate world and headed on into the brave new world of NICA just as the national movement was launching. When not working at NICA, Lauren dabbles in cyclocross racing, trail running and mountain biking - in addition to working with her husband to head up one of the NorCal League high school teams, Oakland Composite, of which her son races on. Contact: [lauren@nationalmtb.org](mailto:lauren@nationalmtb.org)



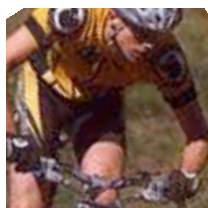
### **Lauren Duensing, Programs Director**

Lauren manages the program staff and works with all leagues to deliver the 65 (and growing) races, events, summits and conferences a year. Lauren is committed to the continued excellence the NICA programs provide for student-athletes, coaches and parents, and the expanded impact of the high school mountain biking movement. She comes to NICA as a parent impacted by the NICA story. An avid trail runner and reluctant biker, she was lead by her two children who race(d) with NorCal League to become an enthusiastic mountain biker. "Mountain Biking has defined and changed our family. It is what we do." Contact: [laurend@nationalmtb.org](mailto:laurend@nationalmtb.org)



**Paul Skilbeck, PR and Communications Director**

Paul is an accomplished and widely respected marketing specialist with tremendous experience in the cycling world, in both Europe and the USA. After participating in a tiny high school cycling league in Canberra, Australia, where he spent part of his youth, Paul became a lifelong cyclist, living proof that what 99% of NICA student-athletes say is probably true! Contact: [pskilbeck@o2sm.com](mailto:pskilbeck@o2sm.com)

**Chris Spencer, Senior Programs Manager**

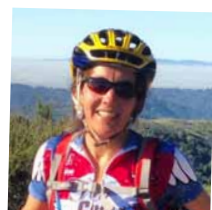
After graduating from UC Santa Cruz with a B.A. in Global Economics, Chris got back to his roots and started working at the NorCal League. In the early years, Chris raced in the League for three years as independent for the Roaring Mouse Cycles Team. Chris went on to race the 2004 NORBA National series placing 3rd in the Junior Expert National Finals and in the National Championships. Contact: [chris@nationalmtb.org](mailto:chris@nationalmtb.org)

**Mike Cruz, Technical Services Manager**

Mike graduated from Carnegie Mellon University with a B.S. in Decision Science in December 2007. Originally, he began college as a cello performance major, but quickly decided that wasn't his calling. After he transferred majors, he needed something else to occupy his free time, he began bike racing. After he quit bike racing due to recurring overuse injuries in his knee, he took up Brazilian Jujitsu and kickboxing. Contact: [mike@nationalmtb.org](mailto:mike@nationalmtb.org)

**Angel Garbarino, Registration and Scoring Services Manager**

Angel moved to San Francisco in June of 2008 after completing a graduate degree at Texas A&M University in International Economics. It only took a couple years of exploring and getting involved in the Bay Area cycling scene until she started adding bikes to her collection and finally left her city job to explore something that fit her growing desire to ride bikes and be outdoors. She moved to Fairfax, and began working for different race directors doing race management and scoring. She was immediately drawn to NICA, its passion and mission. Contact: [angel@nationalmtb.org](mailto:angel@nationalmtb.org)

**Julia Lawrence, Program Manager**

Julie is an outdoor enthusiast and all-around "fun-seeking" mountain biker who came to the NICA team as a current parent and Assistant Coach of San Ramon Valley High School. A stay at home mom for the past 20 years, Julia fills her days with volunteering at the local schools and exploring Las Trampas and Mt Diablo on her mountain bike. She has seen what a positive impact high school mountain biking has had on her own children as well as the students in her community. "I love how this sport gives so many students who wouldn't otherwise participate in a high school sport an opportunity to have a team experience. Our team emphasizes life skills and while we love to compete, at the end of the day it is more about our experiences on the bike, with our teammates, learning a life long sport." Contact: [julia@nationalmtb.org](mailto:julia@nationalmtb.org)

**Katie Stayer, Administrative Assistant**

Katie grew up with two older sisters who raced bicycles in college and taught her that great friends and big adventure were best created on bikes. She has since bike-toured the U.S. and Mexico, worked as a bike messenger, commuted to school and work, raced nationally and now locally with the Early Birds Women's Developmental Racing Team. Katie earned her B.A. from San Francisco State University and currently contributes to local NPR affiliated radio station, KALW. Contact: [katie@nationalmtb.org](mailto:katie@nationalmtb.org)







## Advisors



### **David Curtis, Curtis Design**

David Curtis provides brand strategy and design for NICA and has helped shape the visual impact of NICA. For nearly three decades, David Curtis has provided brand solutions for a diverse clientele including; ConAgra Foods, Miller Brewing Company, Seagram's Americas, Khosla Ventures, Hewlett-Packard, Inverness Medical, Hain-Celestial Group, E. & J. Gallo, and Foster's Group Ltd., among many others. Located near Silicon Valley, Curtis enjoys working with early stage medical, IT, and cleantech companies, as well as venture capital firms and business incubators. Contact: [dcurtis@davidcurtisdesign.com](mailto:dcurtis@davidcurtisdesign.com)



### **Nat Lopes, Strategic Planning and Development**

Nat started mountain biking in high school and rode for the UC Davis cycling team in college. Nat and his wife Rachael worked for the International Mountain Bicycling Association and together they have worked, ridden and filmed in 50 states, 9 Canadian Provinces and 15 countries worldwide. They founded Hilride Progression Development Group in 2007 to provide public agencies, non-profit organizations, and private entities with park design and trail master planning, tourism development and marketing media production services. Nat has been working with NICA on strategic planning and development and helped launch the national effort in 2009. Contact: [nat@nationalmtb.org](mailto:nat@nationalmtb.org)



### **Rachael Lopes, Special Projects Manager**

Rachael got hooked on mountain biking in 1997 riding up Mt. Tam on the back of a tandem with her husband and has been hooked ever since. After graduating from UC Davis with a degree in Anthropology, Rachael spent several years working as a Senior Staff Archaeologist and performing environmental and cultural resource management throughout California. As co-owner of Hilride, Rachael is inspired by the potential that NICA has to influence the lives of thousands of young riders, their families and their communities across the country and looks forward to the day her eager 12 month old son, Dimitri, joins his high school team. Contact: [rachael@nationalmtb.org](mailto:rachael@nationalmtb.org)





# Service Partners

## **Lee McCormack, Lee Likes Bikes**

Lee McCormack is a journalist, information designer, and world renowned bicycle skills instructor. Lee authored the books *Mastering Mountain Bike Skills*, *Pro BMX Skills* and *Welcome to Pump Track Nation*. As NICA's Skills Instruction Partner, Lee oversees the curriculum that NICA coaches use to teach their athletes to ride with more safety, confidence and ability. Lee is also helping NICA to build its technological platform and websites.

## **Hilride Progression Development Group**

Hilride provides strategic planning, design and strategic development services for government agencies, non profits, corporate & private clients around the world.

## **Double Forte Public Relations and Marketing Services**

Double Forte is an independent, public relations and marketing services firm expert at identifying audiences that matter to clients and connecting with those audiences to achieve a positive outcome.

## **Finn and Cohen Accounting**

Finn & Cohen CPAs, APC is a full-service accounting firm serving clients throughout the Monterey, California area, dedicated to providing clients with professional, personalized services and guidance in a wide range of financial and business needs.

## **Morgan, Lewis & Bockius**

Morgan, Lewis & Bockius provides law services to NICA, and has pledged to spend at least 3% of its billable hours annually to pro bono matters.

## **Foraker Labs**

Foraker Labs built and maintains NICA's core data management system and online tool for managing coach licensing, team registration and rider registration. Foraker specializes in the nonprofit sector to provide content management, community applications, and eCommerce systems.

## **McKay Insurance Agency**

McKay Insurance Agency, Inc. provides insurance for all NICA leagues, teams, student-athletes and coaches. McKay is a premier provider of insurance coverage for cycling events across the US.

## **Foster Calm, Wilderness First Aid (WFA)**

Foster Calm has worked with NICA to develop a Wilderness First Aid course designed and targeted to mountain bikers. Foster Calm operates in Northern California and has been teaching Wilderness First Aid to high school mountain bike coaches since 2007.

## **Sol Exposure Photography**

Sol Exposure Photography provides photography services for NICA.

## **Karl Nielsen Photography**

Provides photography services for NICA at special events.

## **Sheppard Mullin Richter & Hampton**

Sheppard Mullin has provided pro-bono legal assistance supporting NICA's trademark registration efforts for all logos and intellectual property. The firm is a recognized leader in working with non-profits.







## Organizational Partners



### International Mountain Bicycling Association

The International Mountain Bicycling Association is a 501 (c) 3 non-profit educational association whose mission is to create, enhance and preserve great trail experiences for mountain bikers worldwide. IMBA's worldwide network includes 35,000 individual members, more than 750 bicycle clubs, more than 160 corporate partners and about 600 retailer shops. IMBA's members live in all 50 U.S. states, most Canadian provinces and in 30 other countries. Contact: [www.imba.com](http://www.imba.com)



### Positive Coaching Alliance

Founded as a non-profit within the Stanford University Athletic Department in 1998, PCA has the mission of "transforming youth sports so sports can transform youth." To that end, PCA has conducted roughly 5,000 live group workshops nationwide for more than 200,000 youth sports leaders, coaches, parents and athletes. Workshop attendees have helped create a positive, character-building youth sports environment for more than 2.2 million youth athletes. Contact: [www.positivecoach.org](http://www.positivecoach.org)



### Specialized First Gear

The Specialized First Gear initiative was born out of a fundamental need to get kids riding bikes. Set a kid riding and you set them on a winning course for life: You help defeat childhood obesity and attention deficit disorders. You give them a chance to progress and even excel in a sport. And you develop healthy habits that last a lifetime. If the First Gear initiative inspires others to take up the cause, that's a win-win. Contact: <http://firstgear.specialized.com/>



### John Wayne Cancer Foundation

Founded in 1985, the John Wayne Cancer Foundation's mission is to bring courage, strength and grit to the fight against cancer. John Wayne Cancer Foundation funds novel and innovative programs that improve cancer patient outcomes and save lives including research, education, awareness and support.

Contact: <http://johnwayne.org/>



### Center For Disease Control and Prevention

NICA has partnered with the Center for Disease Control and Prevention to bring awareness and education to sports related injuries and specifically traumatic head injuries and concussions.

Contact: <http://www.cdc.gov>





# NICA Programs, Resources and Services





## Programs Overview

### League Development Program

The League Development Program provides comprehensive grants, staff support, programs and resources to league management teams in order to successfully establish new leagues around the country.

### Coaches Licensing Program

NICA's award winning coaches program includes comprehensive educational curriculum, training, and licensing for coaches. The Coaches Licensing Program ensures that all head coaches, assistant coaches and ride leaders are sufficiently knowledgeable so as to be a positive influence in their community. NICA licenses also protect our volunteers and coaches with comprehensive liability and medical insurance and protect our youth with mandatory background checks. The NICA Coaches Licensing Program emphasizes first aid, requiring either Wilderness First Aid (16-hr course) or Basic First Aid (8-hr course) in addition to a CPR Certification. The program also requires that coaches earn Professional Development Units by taking classes and seminars on best-practices for working with youth in sports and outdoor activities.

### Teams Program

NICA high school mountain bike teams compete in NICA leagues throughout the country. Teams enjoy support from NICA and league sponsors in the form of financial grants and gear donations. Teams vary in size from just a few to as large as 70 student-athletes.

### Indie Club Program

The Indie Club program brings NICA to all 50 states by allowing clubs to form in regions where NICA leagues do not yet exist. These clubs compete at existing regional mountain bike races and help foster the early development of other scholastic clubs. They enjoy the same insurance coverage and other support that NICA registered teams receive.

### Student-Athlete Program

The student-athlete program includes comprehensive registration, instruction, and curriculum to enhance positive participation and provides inspiring special events, awards, photo contests, and essay competitions that engage students and celebrate the cycling lifestyle.





## Programs Cont.

### Racing Production Program

NICA-sanctioned races provide student-athletes an arena in which to set and accomplish competitive goals and achieve their personal best. Most leagues have a 4 or 5-race schedule, held in the Spring or Fall depending on the region. Professional race promotion, timing, course preparation and risk management guarantee every participating student-athlete is given an appropriate and challenging experience.

### Rider Camps and Clinics Program

For many student-athletes, mountain biking is a new sport. Even the experienced riders can learn something new at a NICA rider camp and clinic, which emphasizes proper skill, technique and a healthy approach to riding and racing. Licensed coaches and assistants provide spot-on training for students of all skill levels, and in several cases a girl's-only camp is held to encourage and develop young women's abilities.

### Leaders' Summit Program

Where do coaches learn how to start and manage a high school mountain bike team? What are the do's and don'ts of maintaining a healthy team or new league in your state? A NICA Leaders' Summit brings together coaches and leaders for an important weekend of learning, providing hands-on training that empowers coaches, volunteers and league directors.

### Annual Awards Program

The NICA Awards were established in 2010 to honor those individuals, student-athletes, coaches, volunteers and partners that have made outstanding contributions toward the development of high school cycling and the national high school mountain biking movement. The weekend event travels to varying locations and significant sponsors assist in award recipient selection.

### Booster Fund Program

The NICA Booster Fund was established to help offset costs of participation and expand ridership to underserved communities. Each league is provided funds annually to award to teams, coaches and student-athletes in financial need.

### Fundraising Programs

The NICA fundraising program provides many out of the box fundraising special events that engage the community and help financially support league activities and programs. These include;

- CycleFest Events
- Pledge Rides
- Film Screenings
- Ride Support (Feed Stations)

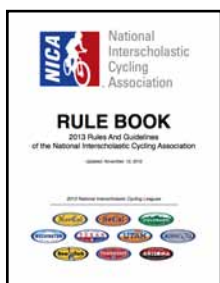






## Print and Multimedia Resources

NICA provides a comprehensive range of print resources for league directors, coaches, student-athletes and families to maximize their participation in NICA league programs, events and activities.



### **NICA Rule Book**

The NICA Rule Book is annually reviewed by a panel of coaches, league directors, and NICA staff to ensure that all of the rules and guidelines are up to date, clear, relevant, accurate and fair.

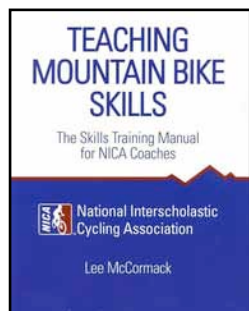
### **League Director's Manual**

The League Director's Manual (LDM) is the ultimate resource for NICA league directors on how to run a league. With detailed explanations and examples on everything from communications to building a board and fundraising, the LDM is the comprehensive "go-to" guide for high school mountain biking. The LDM is scheduled for completion in Summer 2013.



### **Coaches Manual**

Now in it's 3rd edition the NICA Coaches Manual covers all the nuts and bolts of starting, growing and running a successful high school mountain bike team. With topics ranging from working with school administrators to organizing racing day activities, the NICA Coaches Manual is the comprehensive guide for coaching high school mountain bike teams.

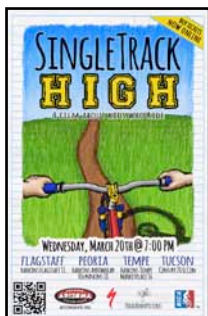


### **Race Production Manual**

The Race Production Manual (RPM) contains all the necessary information for NICA leagues directors put on safe, fun and successful high school mountain bike races. The RPM has been developed from extensive field operations in conjunction with NICA staff and experienced league directors.

### **Skills Training Manual, "Teaching Mountain Bike Skills"**

Developed in collaboration with Lee McCormack, the "Teaching Mountain Bike Skills" manual is a fantastic resource for new and experienced coaches preparing to teach on-the-bike skills to high school student-athletes. The manual covers a very wide range of skills, including drills and classroom work to help high school mountain bike coaches effectively communicate to student-athletes the skills that will make them safe, successful riders.



### **"Singletrack High" Documentary (Film)**

At the age of 16, many American kids trade in two wheels for four. Trusty steeds that once gave them freedom to explore on weekends now collect dust in the garage. For a growing number of high school students in Northern California, however, two wheels don't get dusty, they get dirty. Their lives continue to revolve around weekend rides, but now those rides have a finish line. These are the student athletes of the NorCal High School Cycling League. This is Singletrack High. In just under 60 minutes, this film is a strong recruitment tool.





## Online Resources



### National and League Websites

The national website is the portal for all of NICA's resources and provides access to all of the online resources available to league directors, coaches, student-athletes and sponsors. Each NICA League has a dedicated website with tools, resources and the Pit Zone available to engage, inform and educate student-athletes, coaches, ride leaders, etc. *—In 2012 NICA websites served ~700,000 page views to 72,000 unique visitors.*



### "NICA News", "Singletrack Times", and "Coaches News"

The "NICA News" is a monthly newsletter emailed to NICA members, supporters and followers and available online. The newsletter highlights a mixture of NICA current events, articles including a "Student Spotlight", "Team Talk", "Tech Talk", "A Quick Spin" with key NICA partners, sponsors, and directors, and much more. NICA also provides the template and articles for inclusion in each league's "Single Track Times" newsletter and "Coaches News," ensuring consistent messaging in key areas such as best practices, risk management, and educational subjects including skills, training and nutrition.



### Social Media Channels

NICA maintains several multi-media channels in order to best communicate with the diverse audience of high school teenagers, their parents coaches and volunteers.

*—Facebook: 1,800 followers, Twitter: 1,200 followers*



### Online Webinars

NICA produces a compelling series of online webinars for league directors, coaches and student-athletes to enhance participation in NICA league activities.

- **Risk Management** - Covers current best-practices for mitigating risk for high school mountain bike teams. The course uses various scenarios to demonstrate important points, followed by group discussion.
- **Starting, Managing a High School MTB Team** - Participants learn about team formats, coaching philosophies, a timeline for program formation and other guidelines for successful team formation and management.
- **The NICA Rules and Guidelines** - In-depth look at the rules that affect a team and its riders so coaches can help student-athletes and volunteers understand and comply with the policies in order to minimize risk and ensure a fun and enjoyable season.
- **Positive Coaching Alliance "The Double-Goal Coach"** - Introduces PCA's Double-Goal Coach model and provides an in-depth review of the three principles around which it is built: Honor the Game, Fill Emotional Tanks, Re-define "Winner".
- **Center for Disease Control: Heads Up Concussion Training Course** - As part of the NICA Coach License Program we have partnered with the CDC's and their Heads Up: Concussion in Youth Sports program, helping to keep athletes safe.



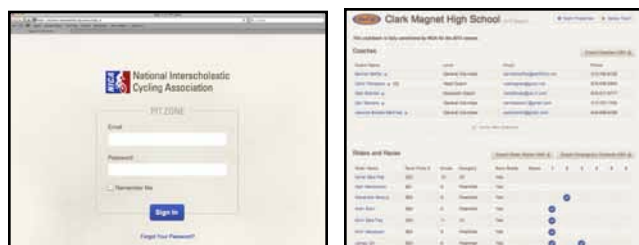
### Online Training Videos

NICA provides a comprehensive series of online training videos to ensure consistent training for all staff and volunteers that assist in the production of NICA races and events.





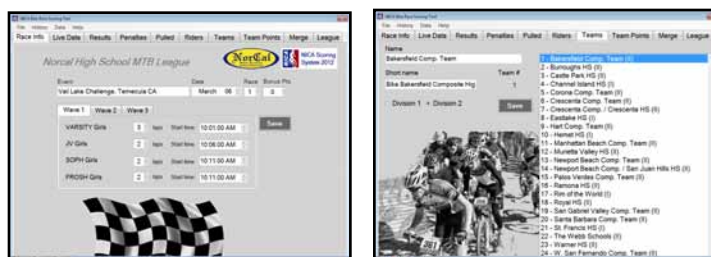
## Online Services



*"Pit Zone" Registration System (NSS)*

### Pit Zone Registration System

The "Pit Zone" registration system is a custom built online data management system designed with the challenges of high school mountain bike teams in mind. The Pit Zone allows high school coaches to effectively manage their team's race registration in addition to managing the coaches licensing information. The Pit Zone is continues to evolve in order to match the needs of league directors, coaches and student-athletes.



*NICA Scoring System (NSS)*

### NICA Scoring System (NSS)

The NSS is a purpose-built on-site scoring program built with the challenges of high school mountain biking in mind. The NSS is designed to allow every rider to get recognition for finishing their race, while allowing league and NICA officials the flexibility to manage the challenges of running a complex race. The NSS also allows results viewing in real time at the race site through wireless broadcast, as well as convenient results displays online after the event.



*2012 Primal Wear Race Production Partner Award recipient, Martha Flynn represents the best of what volunteers do to ensure fun and well run events, from the Minnesota League.*





## Onsite and Remote Services



*Onsite training and remote support services.*

### Onsite Race Production Training Services

Drawing on NICA's growing roster of seasoned league directors and highly skilled volunteers, our team travels to new leagues to help train new staff and volunteers to ensure flawless event execution.

### Onsite Training and Remote Support Services

NICA has six full time staff members who provide NICA league directors with a host of services designed to allow leagues to be run efficiently and successfully. NICA staff assists new leagues in getting started, and later leagues can continue to tap into NICA services as-needed on an hourly basis. NICA staff ensure that league directors have all the tools they need for success.



*Mad Mimi blast email system services.*

### Other Services Include:

- Graphic Design and Branding Services
- Staff and Volunteer Training Services
- Blast Email Services
- Comprehensive Insurance Services
- Legal Services
- Donor Data Management
- Financial Consultation
- Fundraising Support
- Accounting and Payroll Services
- Public Relations, Promotion and Media Services







## Education, Outreach and Advocacy

In 2012, NICA participated in a wide range of education, outreach and advocacy events. Most notably, our first ever national leadership conference was held in conjunction with the summer student-athlete camp; we orchestrated a major press event at the annual Interbike trade show to announce the newly selected three leagues; as well as executing our annual awards banquet; in addition to contributing to numerous local and regional outreach events.

### Education

Building on our dedication to providing training to league leadership, coaches, student-athletes and volunteers, we organized and convened a variety of conferences and educational seminars aimed to satisfy the needs of the full spectrum of our members. Additionally, we expanded our professional development curriculum opportunities for coaches and, as a result, we were able to grow the total number of licensed coaches from just under 300 to over 700! All trainings, including webinars, custom videos and written materials, promote our five core principles and further the best practices for youth coaching and risk minimization.

### Outreach

NICA outreach events are intended to help foster the development of new leagues, high school based teams, and volunteer coaches and student-athletes by promoting the value added from being part of a coordinated national movement to build and foster interscholastic cycling. By going directly to those most likely to participate through directed outreach campaigns, we have been able to grow high school cycling opportunities exponentially while maintaining the highest quality programs. Specific initiatives during the past year have included a range of activities, including, but not limited to, a well attended press event at Interbike to announce the newly formed leagues; financial support of various league director's efforts to travel and present within their respective regions on the value and process for launching new teams; and an increased focus on promoting our activities on popular social media platforms (e.g., Facebook and Twitter).

### Advocacy

Advocacy events are a critical opportunity to both promote the work we are pursuing and the successes we are realizing around the country. In furtherance of our mission to build strong mind and character, we encourage and motivate high school teams to work with their local trail stewardship groups to help maintain and provide trail riding access while building mutually beneficial partnerships. Key initiatives this past year have included presenting at the IMBA World Summit and meeting with Congressional representatives during the National Bike Summit held in Washington, DC.







### **National Bicycle Summit**

NICA attended and presented on “Programs to Engage Youth in Cycling” at the 2011 League of American Bicyclists’s NBS in Washington DC; a gathering to help defend critical funding for cycling programs and infrastructure.

### **IMBA World Summit**

In partnership with the Concerned Off-Road Bicyclist Association (CORBA), NICA’ executive director and the SoCal League Director presented a session on how to motivate youth to participate in trail advocacy and work. With nearly 75 attendees, this panel presentation was well received.

### **National Recreation and Parks Association Congress**

NICA attended and presented a session on Youth Cycling Infrastructure and Programs for the 2012 NRPA Congress in Anaheim, California; an event that brings together more than 6,500 park and recreation professionals, citizen advocates, and industry suppliers for networking, educational sessions, and the industry’s largest trade show.

### **Bicycle Leadership Conference**

NICA attended and was on the “Youth Cycling Panel” at the 2011 BLC in Monterey, California; a conference bringing together more than 70 top companies in the Bicycle Product Supplier Association to proactively coordinate the industry towards a collective commitment to advocacy and better business practices.

### **Interbike**

In 2012 NICA tradeshow production include a large booth staffed by NICA Staff, league directors and coaches to promote the organization. NICA also held a press event to announce the 2013 Development Leagues in Arizona, New York, and Tennessee. Interbike in Las Vegas, Nevada; North America’s largest bicycle trade event and show, which brings together top manufacturers, retailers, industry advocates and media to conduct the business of cycling. More than 1,100 cycling-related brands and approximately 24,000 total attendees annually.

### **Sea Otter Classic**

NICA exhibited and offered programs for NICA student-athletes at the 2011 Sea Otter Classic in Monterey, California; a four-day cycling event that welcomes nearly 60,000 athletes and race fans and other bicycle enthusiasts to participate in professional and amateur competitive events, recreational rides and the largest consumer bicycle exposition in North America.

### **Outdoor Alliance Partnership Summit**

NICA participated in the Outdoor Alliance Partnership Summit focused on the new era of public/private partnerships, between advocacy organizations and federal, state and local land management agencies. Outdoor Alliance Partnership Summit in December 2011, which convened 150 Federal land managers and leaders from the human powered recreation world to study successful partnerships.







# The NICA Community







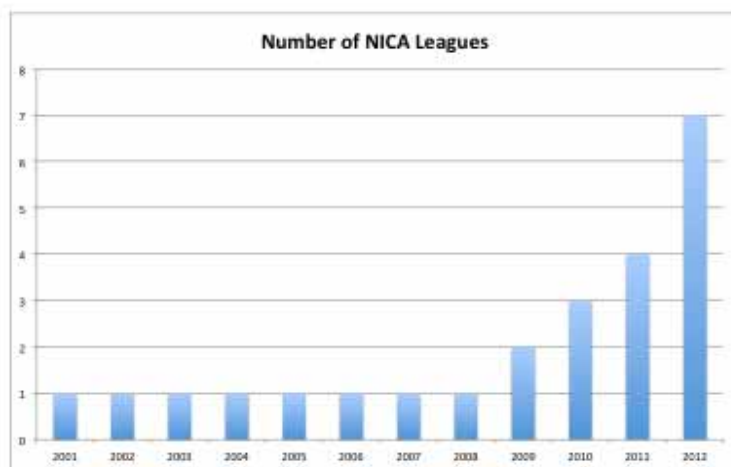


## NICA Leagues

In 2012 NICA announced three new project leagues in Arizona, Tennessee and New York. With this addition NICA was operating a total of 10 leagues across the country.

The explosive growth in league development only hints at the demand for our programs nationally with thousands of inquiries coming from interested teachers, students, parents, park and recreation departments, program specialists, race promoters, bicycle retailers, etc. the list goes on and on.

In order to provide the highest quality support services and programs NICA developed a competitive bid selection process that each new league must apply to. The bid selection process enables the strategic selection of those leagues that have the specific human resources, financial support and demand to ensure success. **The development of successful leagues is critical to the success of the national movement.**



NICA League growth since 2001



Lori Harward, 2012 Easton Foundations League Founders Award recipient represents our incredibly talented league directors. Lori successfully managed the launch of the biggest first year league in NICA history in Utah opening with 31 registered teams, 12 Independents, 43 Licensed Coaches and 325 registered student-athletes.





## NICA Leagues

Each League has a Management Team led by an Executive Director and a Board Of Directors. Each League produces a series of Races, Camps and Clinics, Leader's Summits and Special Events to support the development of the league, recruitment, training and licensing of new coaches, the formation of new teams, and recruitment of student-athletes.

Each League has it's own identity, logo and branding program: website, e-Newsletters, merchandise, etc. Each identity is designed to be unique to the region and consistent with the NICA national brand standards.

First year Leagues are designated "Project League" and receives significant financial assistance, staff support and professional guidance. As League programs develop and become self-sustaining they are designated "Chapter Leagues".



NICA Leagues in US.  
Chapter (blue box) and Project Leagues (red box)



Photos on this page feature Lori Harward, League Director Award recipient from the Utah League.





# NorCal League

## NorCal High School Cycling League (NorCal League)

Founded in 2001 by Matt Fritzinger, the NorCal High School Cycling League grew out of the Berkeley High Mountain Bike Club and was the original scholastic mountain biking league in the U.S. Vanessa Hauswald took over the directorship in the Summer of 2010 and is excited to have hired a full-time staff person this year. As the oldest NICA effort, the NorCal League continues to serve as a "test ground" for new programs and services.

**Website:** [www.norcalmtb.org](http://www.norcalmtb.org)

**Year Established:** 2001

**League Designation:** Chapter League

### Management Team

Vanessa Hauswald, Executive Director  
Robert Ramirez, Programs Director

### Board of Directors

Alexander Price, President  
Adam Waskow, Vice President  
Patty Brockley, Secretary  
Vanessa Hill, Treasurer  
Jim Winne, NICA Rules Committee Representative  
Steve Ouzanian  
Karen Rehder  
Colleen Wanty  
Carol Eber

### 2012 Statistics

Registered High School Teams: 44, Independent Schools: 22  
Licensed Coaches: 218  
Registered Student-Athletes: 551

### Events

Races: 5  
Camps: 2  
First-Aid trainings: 2  
Leaders' Summits: 1  
Special Events (Marin Century support, Chileno Pledge Ride): 2  
**Total Events: 12**

**Total hours of student-athlete participation:** 152,076



*NorCal League Conferences*





## SoCal League

### SoCal High School Cycling League (SoCal League)

Founded in 2009 By Quinten Reich, the SoCal High School Cycling League was the first high school league to replicate the NorCal model with a goal of bringing cross-country mountain biking to the 10 counties of Southern California. In 2012, 322 student-athletes from 26 teams competed. Matt Gunnell took over the director role in the Spring of 2009.

**Website:** [www.socaldirt.org](http://www.socaldirt.org)

**Year Established:** 2009

**League Designation:** Chapter League

### Management Team

Matt Gunnell, SoCal Executive Director

### Board of Directors

Jon Tanklage, President  
 Andy Somerville, Secretary  
 Dustin Luton, Treasurer  
 Celia Arenas  
 Scott Craft  
 Jonathan Kaye  
 Sean McCoy  
 Arin Resnicke  
 Paula Rogers  
 Erik Trogden

### 2012 Statistics

Registered Teams: 26, Independent Schools: 28  
 Registered Coaches: 138  
 Registered Student-Athletes: 322

### Events

Races: 6 (including CA State Championships)  
 Camps: 3  
 Leaders' Summits: 1  
 Special Events: 2  
 First-Aid Trainings: 1  
**Total Events: 13**

**Total hours of student-athlete participation:** 88,872



*Photo composition from SoCal League*





# Colorado League

**Colorado High School Cycling League (Colorado League)**  
 The Colorado League was formed in 2009. The inaugural race series was in the fall of 2010 with 183 student athletes participating representing 20 teams from throughout the state and southern Wyoming. Participation has grown exponentially resulting in the second largest NICA League. Kate Rau continues to serve as the founding director.

**Website:** [www.coloradomt.org](http://www.coloradomt.org)

**Year Established:** 2009

**League Designation:** Chapter League

## Management Team

Kate Rau, Executive Director

## Board of Directors

Max Bradley, President  
 Dan Lindsey, Treasurer  
 Chris Conroy, Sponsorship  
 Herschel Goldberg, Strategy  
 Michael Hayes, Coach Representative

## 2012 Statistics

Registered Teams: 33, Independent Schools: 14  
 Registered Coaches: 95  
 Registered Student-Athletes: 332

## Events

Races: 4  
 Camps: 2  
 Leaders' Summits: 1  
 Special Events: 1  
 First-Aid Trainings: 1  
**Total Events: 9**

**Total hours of student-athlete participation:** 91,632



*Photo composition from Colorado League*





# Washington League

**Washington High School Cycling League (Washington League)** The Washington High School Cycling League was organized in 2010 to provide competitive mountain biking programs for students of the Pacific Northwest. With the cooperation of local race organizers, our partners, and our sponsors we are able to provide a high quality mountain racing experience. Washington High School Cycling League

**Website:** [www.washingtonmtb.org](http://www.washingtonmtb.org)

**Year Established:** 2010

**League Designation:** Project League

## Management Team

Lisa Miller, Executive Director

## Board Of Directors

Kat Sweet  
Reeve Geary  
Tricia Lawrence  
Luke Talbott

## 2012 Statistics

Registered Teams: 22, Independent Schools: 8  
Registered Coaches: 80  
Registered Student-Athletes: 127

## Events

Races: 4  
Camps: n/a  
Leaders' Summits: 1  
Special Events: 1  
**Total Events: 6**

**Total hours of student-athlete participation:** 35,052



Photo composition from Washington League





# Texas League

## Texas High School Mountain Bike League (Texas League)

The Texas High School Mountain Bike League was organized in 2010 under the leadership of Vance McMurry and experienced a great first year. With the cooperation of local race organizers, partners, and sponsors the Texas League is providing a high quality mountain racing experience across a very large state. Believing that mountain biking is the 'T-Ball' of cycling, the Texas League is committed to providing a positive experience for all student-athletes.

**Website:** [www.texasmtb.org](http://www.texasmtb.org)

**Year Established:** 2011

**League Designation:** Project League

### Management Team

Vance McMurry, Executive Director  
Brandi McMurry, Co-Director

### Founding Board of Directors

Vol Montgomery  
Michael Angelovich

### 2012 Statistics

Registered Teams: 9  
Registered Coaches: 43  
Registered Student-Athletes: 83

### Events

Races: 4  
Camps: n/a  
Leaders' Summits: 1  
Special Events: 1  
**Total Events: 6**

**Total hours of student-athlete participation:** 22,908

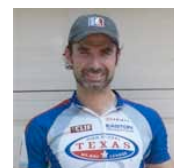


Photo composition from Texas League





# Utah League

## Utah High School Cycling League (Utah League)

Founded in 2011, with a vision to enable every Utah teen to strengthen body, mind, and character and to promote life-long health and fitness through cycling, the Utah League became the largest first-year league in NICA history with 325 student athletes and 31 teams participating in their inaugural season. Utah League is excited for 2013 in anticipation of ~100 more student athletes, adding another race to it's series and hosting it's State Championship in world-famous Moab.

**Website:** [www.utahmtb.org](http://www.utahmtb.org)

**Year Established:** 2011

**League Designation:** Project League

### Management Team

Lori Harward, Executive Director

### Board of Directors

Spencer Shaffer, President

Steve Miller

Jeff Gooch

Sara Kaughmann

Tyler Toone

Jay Burke

Dare Cottle

Dave Harward

Brett Satterthwaite

### 2012 Statistics

Registered Teams: 31, 12 Independents

Registered Coaches: 43

Registered Student-Athletes: 325

### Events

Races: 5

Camps: 2

Leaders' Summits: 1

Special Events: 4

**Total Events: 12**

**Total hours of student-athlete participation: 89,700**



*Photo composition from Utah League's first season*





# Minnesota League

## Minnesota High School Cycling League (Minnesota League)

Due to the generosity of Quality Bike Products, the Minnesota League hit the ground spinning in 2011 under the leadership of Gary Sjoquist, a 2012 Mountain Bike Hall of Fame Inductee. Regardless of ability level, the Minnesota League is committed to providing a positive experience for all student-athletes and is leading the way developing girl-specific recruitment and training curriculum.

**Website:** [www.minnesotamt.org](http://www.minnesotamt.org)

**Year Established:** 2011

**League Designation:** Project League

### Management Team

Gary Sjoquist, Executive Director

### Founding Board Of Directors

Gary Sjoquist  
Joshua Kleve  
Mark Hartney  
Libby Hurley  
Mark McCubbin  
Roger Strobel  
Bruce Marten  
Martha Flynn

### 2012 Statistics

Registered Teams: 15  
Registered Coaches: 32  
Registered Student-Athletes: 160

### Events

Races: 5  
Camps: 2  
Leaders' Summits: 1  
Special Events: 1  
**Total Events: 9**

**Total hours of student-athlete participation:** 44,160



*Photo composition from Minnesota League's first season*





# Tennessee League

## Tennessee High School Cycling League (Tennessee League)

Founded in 2012, the Tennessee High School Cycling League is looking forward to the first race season in Fall 2013. The Tennessee League emerged with Arizona and New York in 2012. Along with New York, the Tennessee League is among the first NICA effort east of the Mississippi River. Katherine Williams is the League Director and is actively developing local support.

**Website:** [www.tennesseemtb.org](http://www.tennesseemtb.org)

**Year Established:** 2012

**League Designation:** Project League

### Management Team

Katherine Williams, Executive Director

### Board of Directors

Speed Baranco, Founding President

Cali Ewing, Treasure

Josh Lewis, Operations Manager

### 2012 Statistics

Registered Teams: n/a

Registered Coaches: n/a

Registered Student-Athletes: n/a

### Events

Races: n/a

Camps: n/a

Leaders' Summits: n/a

Special Events n/a

**Total Events:** n/a

**Total hours of student-athlete participation:** n/a



*Photo composition from various NICA Leagues*





# Arizona League

## Arizona High School Cycling League (Arizona League)

Founded in 2012 by Mike Perry, John Shumaker and Chris Stewart, the Arizona High School Cycling League will begin racing in the fall 2013. coach trainings, team recruitment and sponsor solicitation are all underway during early 2013.

**Website:** [www.arizonamtb.org](http://www.arizonamtb.org)

**Year Established:** 2012

**League Designation:** Project League

### Management Team

Mike Perry, Executive Director  
John Shumaker, Race Director  
Chris Stewart, Operations Director

### 2012 Statistics

Registered Teams: n/a  
Registered Coaches: n/a  
Registered Student-Athletes: n/a

### Events

Races: n/a  
Camps: n/a  
Leaders' Summits: n/a  
Special Events n/a  
**Total Events:** n/a

**Total hours of student-athlete participation:** n/a



*Photo composition from various NICA leagues*





## New York League

### New York High School Cycling League (Utah League)

As the first east coast NICA program, the New York High School Cycling League was initiated in 2012. Under the enthusiastic direction of bike shop owner Jason Cairo, the league is busy spreading the word across the region of their first exhibition race scheduled for Spring 2013. With a very large statewide population, the league is excited for the growth potential.

**Website:** [www.newyorkmtb.org](http://www.newyorkmtb.org)

**Year Established:** 2012

**League Designation:** Project League

### Management Team

Jason Cairo, Executive Director

### Founding Board Of Directors

Gregg Galleta

Jonathan Peter

Matthew Ghiorse

Ben Cornish

### 2012 Statistics

Registered Teams: n/a

Registered Coaches: n/a

Registered Student-Athletes: n/a

### Events

Races: n/a

Camps: n/a

Leaders' Summits: n/a

Special Events n/a

**Total Events:** n/a

**Total hours of student-athlete participation:** n/a



*Photo composition from various NICA leagues*





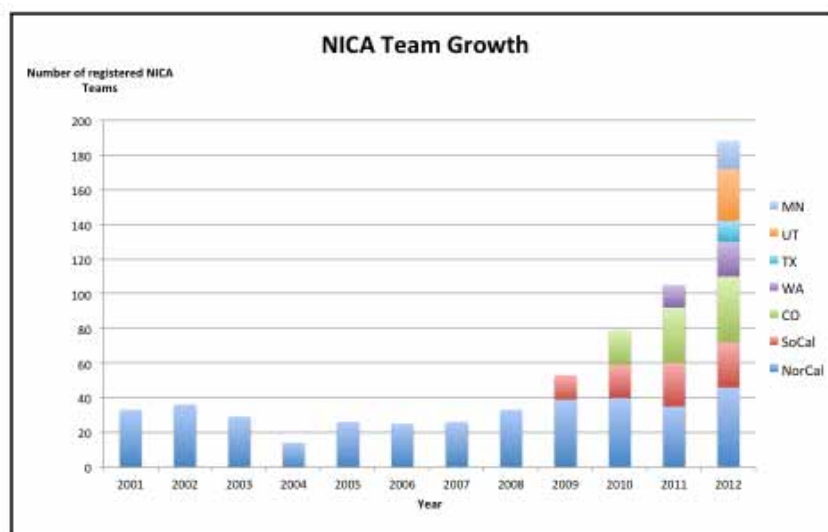
## Teams

In 2012, a record 180 registered teams were competing in NICA Leagues around the country. With the addition of 66 new teams added to the 2011 roster. The year-on-year growth rate of 58% hints at the potential national growth of well organized high school programming.

Each team participates in league racing, camps and special events. Teams recruit, train and support the development of student-athletes to participate on the team which compete in the league. Teams are based in individual high schools where they draw their student-athletes from. Smaller schools and independent riders can compete together as composite teams.

NICA adheres to varying state laws regarding participation of homeschoolers.

NICA provides a comprehensive team support program that includes online rider registration and complete team management resources.



*NICA team growth since 2001*



*Ken Mozek, 2012 SRAM Coach Of The Year Award Recipient from the NorCal League and the San Ramon High School Team. Ken grew his team from a dozen riders 6 years ago, to more than 60 riders this past season* □





## Team Statistics

**2012 Registered Teams:** 180 teams\* (total all teams, all leagues)

### Average Team Activity Profile

1 - head coach per team

11 - student-athletes per team (3 female, 8 male)\*

68 - days of team practice per season (3 per week, 3 hours per practice)

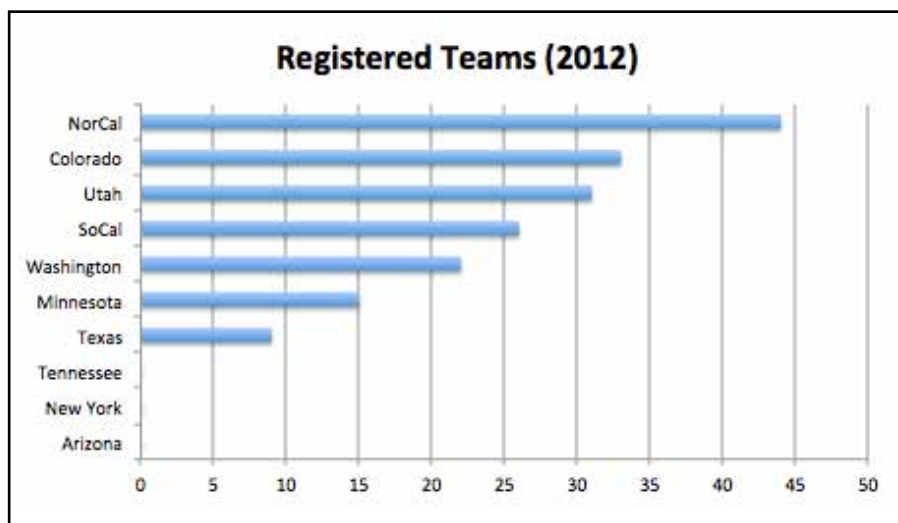
5 - days of team racing (8 hours per race)

5 - days of special events (8 hours per event)

**Total hours of team activities, per student-athlete per season: 276\***

**Total hours of all team activities all leagues per season: 32,580\***

*\*2012 Annual Pit Zone Registration Report*



*NICA registered teams by League for the 2012 season*



*This page features photos of Paul Chourre, 2011 Coach Of The Year Award Recipient, and the Drake High School Team from the Norcal League. Drake high school is the largest NICA team with more than 70 riders registered in 2012\**



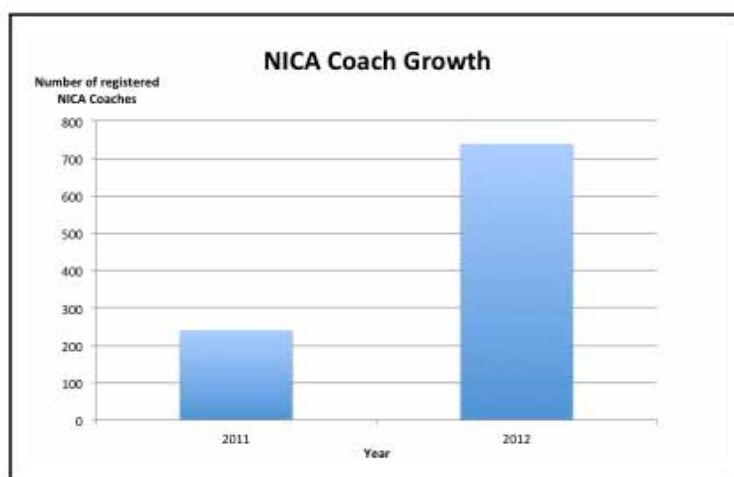


## Coaches

NICA Coaches play a critical role in the formation, organization and management of teams that participate in NICA leagues. **Our coaches provide the opportunity for thousands of young student-athletes to participate in the sports and foster their development as responsible cyclists.** Our passionate and dedicated coaches work directly with student-athletes and their parents as well as school administrations, team sponsors, supporters and volunteers.

**NICA provides comprehensive programs and resources to recruit, train, license and support coaches, their teams and their student-athletes.** These resources include classroom instruction, online webinars and on the bike teaching. These programs cover everything from risk management to sponsorship development, to the NICA Coaches and Skills Instruction Manuals for working with athletes with varying skills and abilities.

**In 2012, NICA had a record number 739 Licensed Coaches a 262% increase from the 281 registered coaches in 2011\*.** The tremendous growth is due in large part to the successful refinement of the coaches licensing program, which makes it more efficient for coaches to complete their documentation, background checks, training and certifications and continuing education courses. It is also the result of many new team being formed in the new leagues that began operating in 2012.



*NICA growth in registered coaches 2011-2012*



*2011 SRAM Coach of The Year Award Ben Boyer and the Boulder High School Team competing in the Colorado League.*

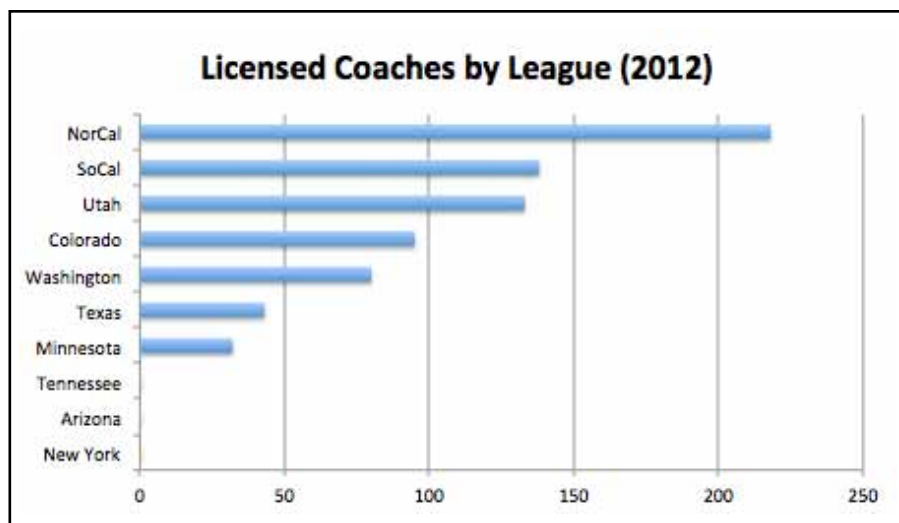




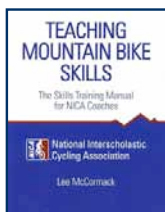
## Coach Statistics

**Total Licensed Coaches:** 739\* (all leagues)

\*Source: 2012 NICA "Pit Zone" Registration Report



*Licensed Coaches by League for the 2012 season.*



*Coaches Resources: Training Manuals, Jersey, and License*



2012 SRAM Coach of The Year, Whitney Pogue 2012 Coached the Summit Academy High School Team which competed in the Utah League.





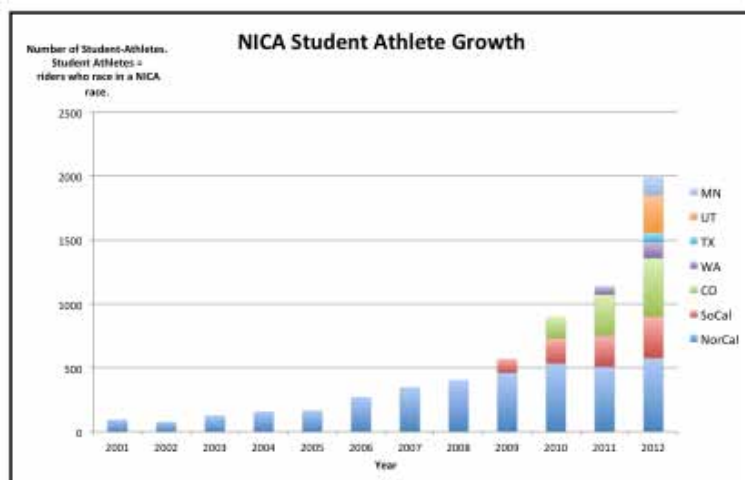
## Student-Athletes

**NICA Student-Athletes are at the core of all NICA programs.** NICA provides comprehensive programs and resources to foster the development of student-athletes with strong body, strong mind, and character.

In 2012, student-athlete participation grew to record numbers with established league showing modest growth and new leagues exploding with new teams and riders. **Student-athlete participation grew by 60% from 1,213 student-athletes in 2011 to 1,997 in 2012.**

On average, **our student-athletes spend 5-6 months participating in league activities each season.** These activities include weekly team practices, weekend training rides and competing in the league racing series and special events.

In addition to the organized team practices, racing and events most of our student-athletes report that they ride on their own either solo or with their parents, siblings and friends and that they think they will ride for the rest of their lives.



Growth in NICA student-athlete participation since 2001



For Mark Doty, 2012 Jeep Extraordinary Courage Award recipient from the Utah League, participating on the mountain bike team provided him with structure and inspiration.





## Student-Athletes Statistics

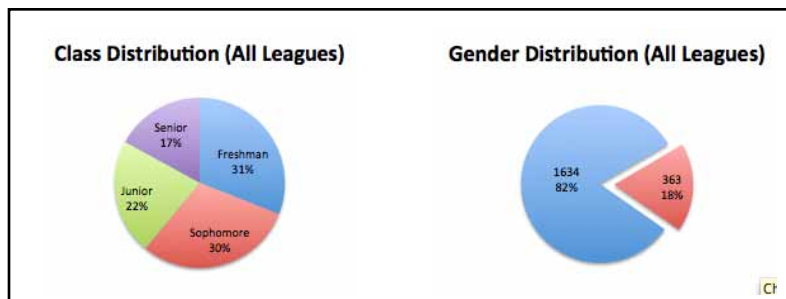
### Student-Athlete Participation Profile:

- 1 - High school athletic season
- 5 - Months of organized training and racing
- 3 - Days of team practice per week (3 hours per practice)
- 47 - Total days of team practices
- 5 - Days of League racing (8 hours per race)

**Total hours of student-athlete participation per season:** 276 hours (per student-athlete)

**Total registered student-athletes:** 1,997 student-athletes (total all leagues)

**Total hours of student-athlete participation per season :** 551,172 hours (total all leagues)

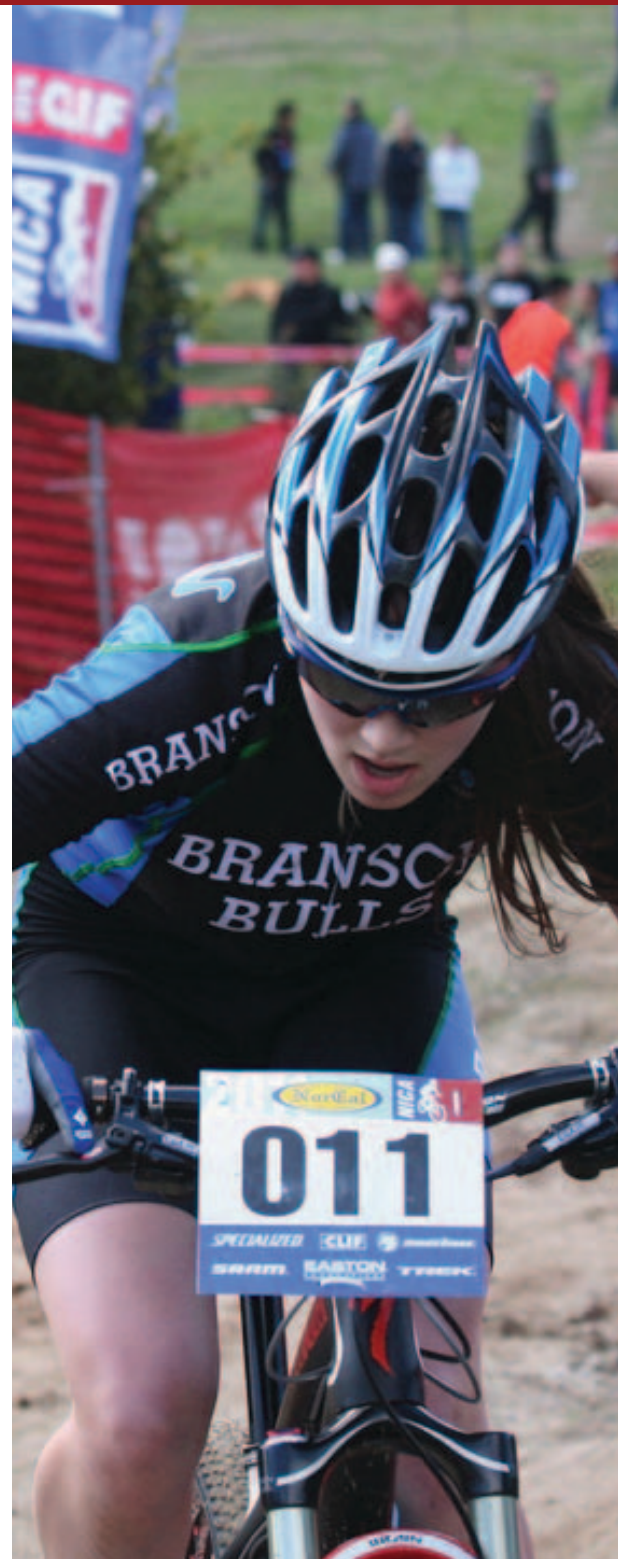


Student-Athlete class and gender distribution. for 2012.

*“For mountain biking I am willing to go to sleep early, give up some of my favorite foods, and spend most afternoons alone on my bike in the hope of gaining a small advantage over my competition. I have come to be known at my school as the “mountain bike girl”, a reputation that originally embarrassed me but I am now proud to have.” -Kate Courtney*



Kate Courtney, Trek All-Star Student-Athlete Award recipient from the Branson High School Team out of the Norcal League, went from novice rider to becoming the first American junior woman to win a cross-country mountain bike World Cup race.











# Funding and Operations Overview

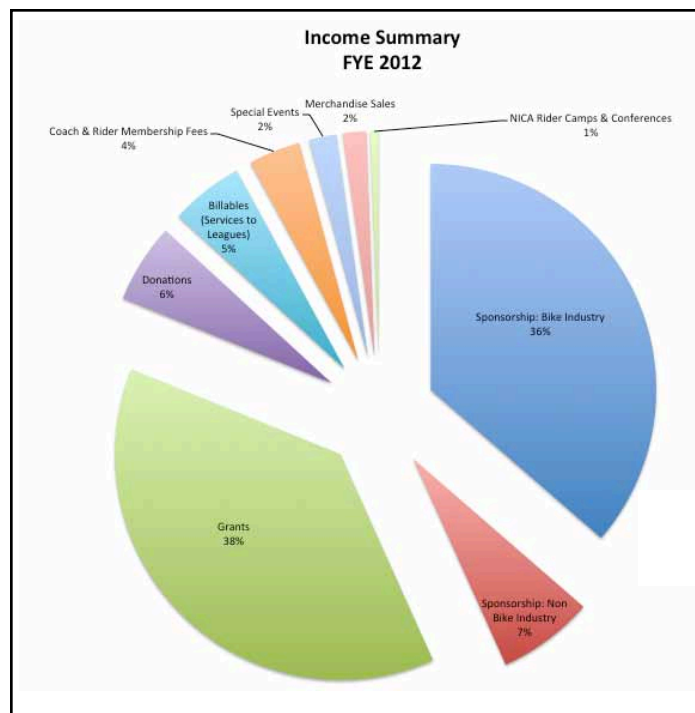
As NICA fosters the explosive development of new leagues around the country, demands on our staffing, technological infrastructure, programs and resources have rapidly increased.

From FYE 2011 to FYE 2012, revenues increased 44%, which was a result of gaining new national sponsors and increasing revenues from registration and other core services.

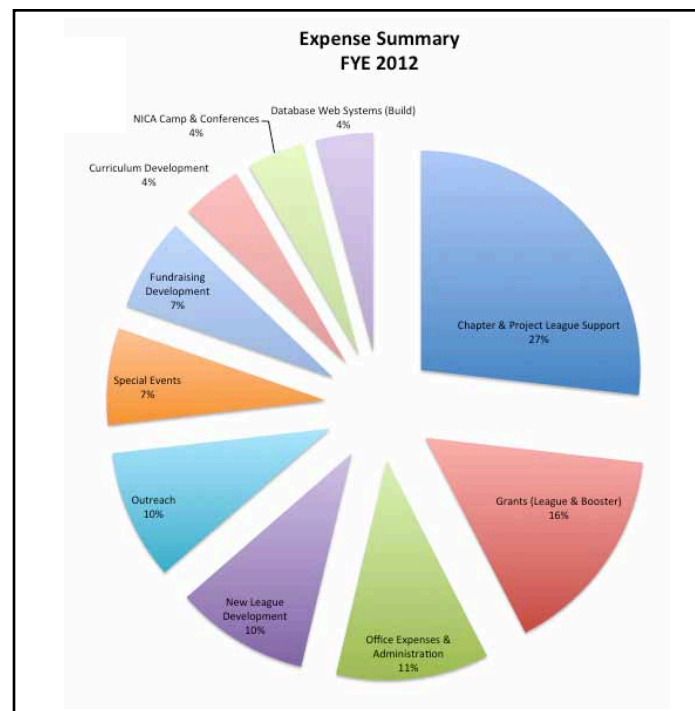
Funding has been heavily reliant upon the bike industry and a couple charitable foundations. Collectively, these two sources provided for 74% of all income received. As we move into the next phase of our growth, we will be working to expand bike industry support, while also concurrently undertaking a concerted effort to gain out-of-bike industry sponsor and a broader sponsorship base.

From FYE 2011 to FYE 2012, operating expenses increased 82% as a result of NICA's rapid growth and the increased demand on staffing, programs and services. Roughly 50% of all expenses covered program and services directly benefiting student-athletes, coaches and participating leagues. Curriculum development and technical support expenses would have been higher that reported if not for the generosity of assorted subject matter experts who donated their time and efforts.

To address the increased costs, our National Expansion Campaign focuses on strategically developing and refining our organizational capacity and abilities by investing in core technology, curriculum and program development, and staff training. Through careful planning and tight oversight, we are happy to be ending the year with a modest reserves and a strong management team poised to do more in 2013 than ever before.



NICA 2012 Income Summary



NICA 2012 Expense Summary



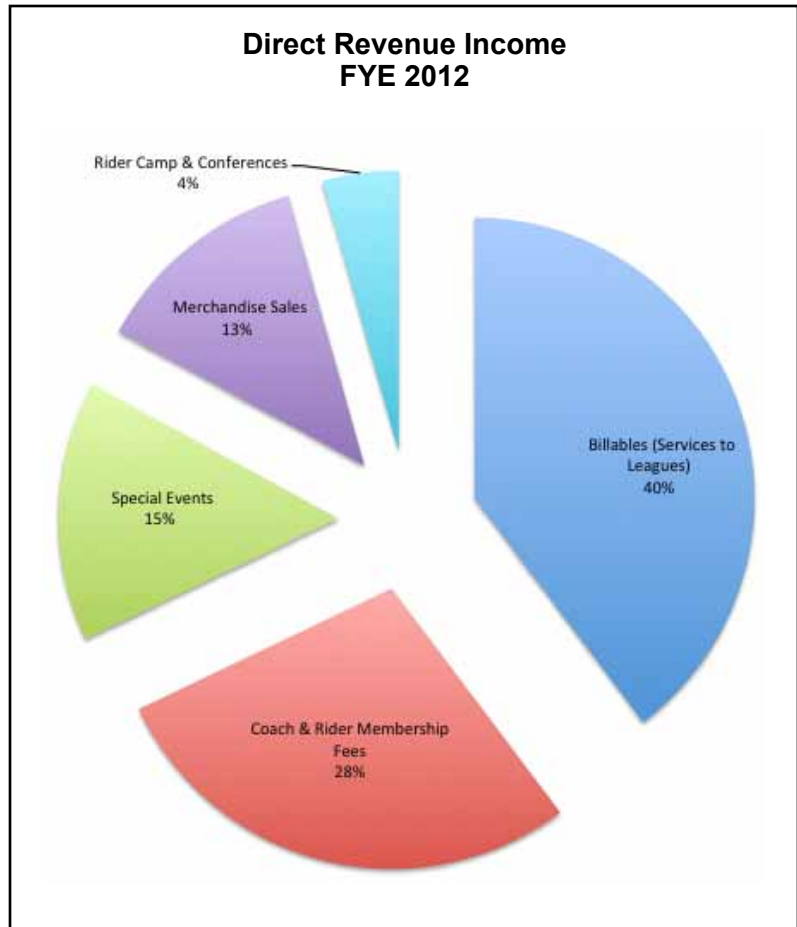


## Direct Revenues

In 2012, direct revenue from coach and rider registration fees, camps, conferences and special events, merchandise sales, in addition to billable services accounted for \$126,233 or 13% of total revenue of \$957,255. This represents a 2% increase from 2011.

The 75% increase year on year growth in direct revenue, up from \$71,767 in 2011 to \$126,233 in 2012, is due in large part directly to the growth of new leagues, forming new teams and recruiting new riders to participate in NICA programs.

As NICA continues to expand into new regions, directly servicing new leagues, teams, coaches and student-athletes while also investing in technology and infrastructure to streamline and reduce the cost of delivering registration services, while promoting increased merchandise sales opportunities, direct revenues should continue to increase.



*NICA 2012 Direct Revenue Income Summary*





## Corporate Sponsorship

In 2012, corporate sponsorship revenue grew at a modest 11%, from \$371,970 in 2011 to \$414,125 in 2012, as we welcomed Sho-Air and Jeep as new "Platinum" Level Sponsors while continuing to receive tremendous support from our dedicated sponsor base. Sponsorship revenues accounted for 43% of total revenues in 2012 down from 56% in 2011.

NICA sponsors have been critical to our operations and enjoy comprehensive integration throughout our National and League marketing programs. From online exposure through newsletters, websites and social media to onsite branding at NICA events, corporate sponsors are recognized frequently.

Nearly 70% of our coaches, student-athletes and families reported that they know which companies support the national movement and their local league and nearly all say that they are more likely to purchase those brands because of their support.

### Platinum Level Sponsors



### Gold Level Sponsors



### Silver Level Sponsors



### Bronze Level Sponsors



### Media Sponsors







## Foundation Support

In 2012, two foundations collectively provided \$362,500 or 38% of total revenues, a 12% increase from 2011.

As we look to fund the continued growth of our national programs, we are engaging additional foundation partners whose missions encompasses youth cycling and empowerment, healthy active lifestyles, nutrition, and ensuring today's youth have a strong connection to the outdoors. Our current foundation supporters are:



The Easton Foundations' funding supports archery, youth baseball, softball and cycling, as well as education and medical research. Since 2007, total grants and programs of over \$10 million have been provided to community and non-profit organizations.

Easton Foundation support, since 2008, has been a critical source of funding for the development of the NorCal and SoCal Leagues and the formation and launch of the national movement in 2010. 2012 Easton funding has helped develop new programs and curriculum, launch three new leagues, support all existing leagues and recruit and train core staff across all programs.



**CLIF BAR FAMILY**  
FOUNDATION

The Clif Bar Family Foundation started in 2006 to support grassroots groups with inspiring ideas and limited funds. They believe in the wisdom of starting small, seeing what works, and growing it genuinely.

Clif Bar has been a supporter of high school cycling from the very beginning in 2000, when the very first team was being formed at Berkeley High School which became the impetus for the formation of the NorCal League and eventually the national effort. In 2012, Clif Bar Family Foundation support primarily funded program and staff development required to launch new leagues in Arizona, Tennessee and New York.





## Individual Donors

Individual grassroots and major donor contributions of \$54,397 accounted for a modest 6% of total revenues in 2012. Donor giving increased 14% year on year, up from \$47,550 (7% total revenues) in 2011. With the tremendous growth in the number of participating families, retailers and local sponsors across the many new regions we anticipate the we will be able to drastically increase donor giving. To this end, we have acquired donor management software (e-Tapestry) in order to be able to more effectively outreach to our grassroots supporters and identify, cultivate and engage potential major donors.

### Individual Major Donors - "Trailblazers"

A NICA Trailblazer is an essential spoke in the wheel of the organization, and individuals who step forward and share their resources and financial support strengthen and propel the organization forward.



#### R. Scott Tedro

Tedro founded Sho-Air International, a southern California-based airfreight company specializing in tradeshow and expos in 1985. He started mountain biking in 2004, at age 46, began getting serious about mountain biking, sponsoring a large club before forming a pro team. "I support organized high school mountain biking for several reasons. The strength of mountain biking is that it can be a healthy, life long hobby. In addition, high school mountain bike racing can offer an alternative to those that prefer cycling over traditional high school sports. With organized high school mountain biking, youth can have an active lifestyle in an individual sport that allows student-athletes of various ability levels to participate in and enjoy."



#### Russell Hirsch

Russell is an avid cyclist who picked up the sport to help stay balanced, healthy and connected with the outdoors. Russell has generously supported programs focused on cycling to improve youth wellness through fitness, nutrition and character building. Russell is a Managing Director of Prospect Venture Partners.



#### Charles E. Moore

Charles is a native San Franciscan, and loves bike racing of all stripes. Son of a shipbuilding industrialist Charles, 61, is an avid cyclist, is enjoying the progressive growth of high school mountain bike racing on the West Coast, and has been an instrumental financial supporter of the NorCal Racing League since 2007. He is also the founder of the McGuire Professional Cycling Team. "Most parents and high school children themselves love mountain biking. I wish I had the opportunity to race a bike when I was in high school; regrettably no such programs existed back then."



#### Kozo Shimano

NICA board member Kozo Shimano not only brings considerable experience to the organization, he brings a healthy perspective of youth sport. He participated in track (sprints and long jump) and ran cross country in high school, and is a member of the Lance Armstrong Foundation Endowment board of trustees and former board president of Bikes Belong. "I believe that high school students should be exposed to as much as possible, to expand their horizons. They should be able to explore opportunities in athletics, arts, education, sciences, etc. I truly believe in the saying, 'a sound mind in a sound body'."





## Booster Fund

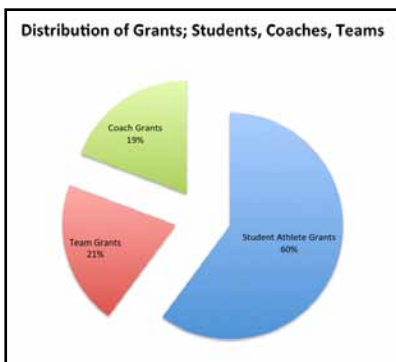
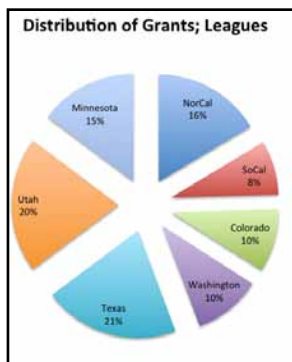
The Booster Fund is a national program focused on increasing the overall access to NICA programs, especially student-athletes, teams, and coaches from underrepresented areas and disadvantaged backgrounds in NICA high school mountain biking leagues.



The Booster Fund provides direct support, through individual scholarships, stipends and grants, to offset expenses directly related to participation in NICA league and team activities. By covering these expenses, the fund also provides support for NICA leagues and helps to ensure the sustainable development and funding of league staff, programs and activities by actively assisting in the expansion of league ridership.

The Booster Fund is instrumental in achieving NICA's mission to enable every American teen the opportunity to strengthen their body, mind and character through participation in NICA high school mountain biking.

During 2012, more than \$15,000 in grant funding was distributed to coaches, teams and student-athletes in need.



*Booster Fund grant distributions to leagues, coaches, teams and student athletes*



*This page features the Sacramento Composite Team, 2011 Community Impact Award Recipient, Coach, Officer, George Martinez, and 2012 Jeep Extraordinary Courage Award Recipient, DeShaun Smith.*







# NICA Statistics



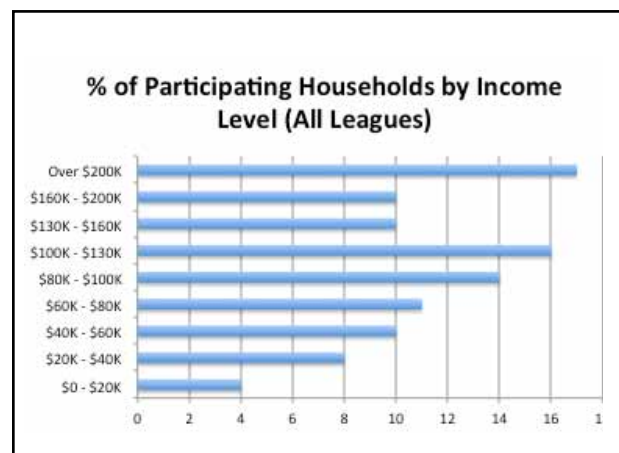
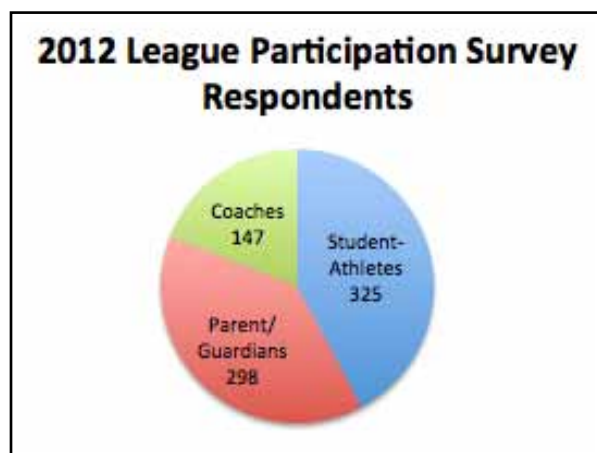


## NICA Participation Study

At the end of each league's season, NICA conducts an online League Participation Survey with survey requests sent out to all participating student-athletes, coaches and parents.

In 2012 the Survey included 770 responses with 42% of the responses coming from student-athletes (see chart for breakdown).

The survey and study will be reviewed, refined and conducted on an annual basis in order to develop a better understanding of the impacts and opinions of our participants. Past survey data and reports are available upon request.



*2012 League Participation Survey breakdown of respondents and reported household income levels.*





## Study Highlights

**NICA Leagues provide extremely high quality experiences for it's student-athletes.** 70% of NICA student-athletes said that participation in the league has been a blast! 97% of non-graduating student-athletes are going to participate again next year. 93% encourage their friends to join the league.

**NICA does an amazing job of engaging young riders.** For 26% of NICA student-athletes, this was their first year of riding, and 65% of NICA student-athletes have been riding for less than 3 years.

**NICA transforms young riders into dedicated cyclists passionate about the sport.** 85% of NICA student-athletes reported that they love to mountain bike! 89% of NICA student-athletes, ride year round. 99.5% reported that they think they will continue to ride mountain bikes throughout their lives. 98% of NICA parents think that their child will continue to ride mountain bikes throughout their lives.

**NICA student-athletes enjoy many benefits from participation in NICA Leagues.** 95% reported their health and physical fitness improved. 1/3 reported improved academic performance. 73% reported increased awareness and respect for the environment. 84% reported increased understanding and respect for other trail users.

**NICA student-athletes are good students.** More than half (56%) averaging a 3.5 GPA or higher and fully 80% with 3.1 GPA or higher. 85% of NICA student-athletes will continue on to a 4 year college or university after high school.

**NICA student-athletes inspire their parents to start riding again.** 61% of dads picking the bike up again and 37% of moms.





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# National Interscholastic Cycling Association

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