



National
Interscholastic
Cycling
Association

2013



**Annual
Report**



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Message from the President

Hello NICA Community!

Our movement to bring high school mountain biking coast to coast is now four years old. When I think of all the progress made towards reaching that goal, I am truly amazed.

We began the process of creating NICA by identifying key shared guiding principles. We are, above all, a “Youth Development Organization.” Our core values are “to build strong mind, body and character” in our student-athletes and to be “equitable and inclusive” in our efforts.

These guiding principles drive every decision, policy and rule that we develop. Every time a new league, coach or team wants to form, that is the first question we ask. “Do you support these values?”

Our movement, based on solid youth development principles, has attracted other like-minded individuals across the country. Students, parents, coaches, league directors, advisors, businesses, school administrators, land managers, community leaders and elected officials have all enthusiastically said, “Yes, this is a sport that I can get behind!”

We are creating a new definition of what a high school sport can be. We have developed a co-ed sport that can accommodate experienced student-athletes as well as students that have never participated in sports before. AND it is as competitive and exciting as any sport!

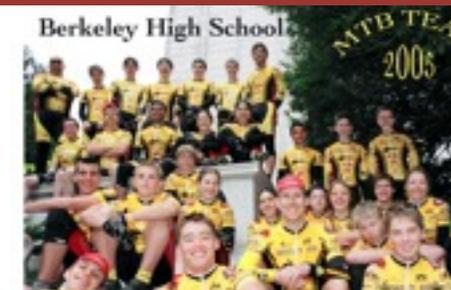
As I have the opportunity to visit league events across the country, I am struck by the high quality of the student-athletes, parents, coaches, league staff, volunteers and sponsors that are the leaders in our movement. Regardless of the widely varied topography of the different race courses, each are made up of the same components. It doesn't matter if it is in Texas or Minnesota, each race follows the same rules, has the same excitement and supportive environment.

Those of us involved in the early stages of building our movement of high school mountain biking have been blessed with an incredible opportunity and privilege. There is no mysterious organization above us that is telling us what we can or can't do. WE are NICA. Along with that great privilege is a great responsibility. It is on us to get it right and to move it forward.

This is our time and our moment. Tell your friends, colleagues and business associates about what is going on with our movement. We have created something special. Share that, and people will want to be a part of it.

As I reflect on the exceptional people that I have met through our program, I am inspired to do my best. Thank you all, I feel extremely lucky to be able to contribute my part in this exciting story.

Rick Spittler, NICA President



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 original NorCal League and, subsequently, a key player in the formation and growth of NICA, I am honored to have completed my first full year as executive director. For a full decade now, I have been riding with and coaching teenagers and 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.



On behalf of NICA's dedicated staff, I present our *2013 Annual Report*. This document tells a compelling story of how over 3,000 student-athletes from more than 300 high schools worked with 1,300 outstanding coaches and thousands of volunteers 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 the latest 2013 statistics are presented that highlight the incredible growth and accomplishments of our 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, an important analytical tool we use to better understand how to tailor our programs to be more effective for our community.



As I reflect back on 2013, I am extremely proud at the success of our expanding network of 11 leagues operating in 10 different states across the country. I am especially excited by the addition of our newest leagues in Georgia and Wisconsin as we are steadily building a strong presence both in the southeast and midwest. 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 278 hours of supervised activities. Based on our total 2013 ridership, this amounts to a staggering 869,028 total hours of student-athlete participation per year!



Looking ahead, our focus for 2014 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. Thank you for helping us achieve this goal.



Austin McNerny, Executive Director



2013 Summary Statistics

11 NICA Leagues

1,400 hours of total league activities - 104 hours per league

Racing - 40 hours per league

Rider Camps - 12 hours per league

Coaching Clinics - 40 hours per league

Fundraisers and Special Events - 12 hours per league

279 NICA Registered Teams

19,809 total team races and practices per season

77,562 total hours of team activities per season

1,367 NICA Licensed Coaches

380,026 total hours of licensed coaching

3,126 NICA Registered Student-Athletes

278 hours of participation per student-athlete

869,028 hours of total student-athlete participation



Facing Page: Austin McInerney announcing Georgia as the newest league at the 2013 Interbike Press Conference, Mentoring young riders including, Russell Hilken as the head coach of the Berkeley High School MTB Team for five 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, riding the course as a roaming course marshal in more than 50 races. Advocating on Capitol Hill as part of the National Bike Summit.





The NICA Way



Vision

The National Interscholastic Cycling Association (NICA) is a youth development organization that 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 mind, body and character by participating in a high school mountain bike racing experience that is inclusive and equal.**

Mission

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

- Teach student-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 programs to establish and maintain national standards and best practices for working with youth and volunteers;
- Develop and refine comprehensive risk management guidelines for mountain bike programming to maintain and improve national standards and best practices for ensuring safety and emergency response;
- 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, achieve fiscal sustainability and undertake corporate and individual donor development;
- Nurture a national cohesive organization that adapts to stay relevant and valuable to our national constituents, including League Directors and their respective boards, licensed coaches, parents, volunteers, student-athletes, educational partners and supporters; and
- Advocate for the responsible use 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. These principles are:

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 2013 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.

*—96% 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.

*—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.

*—84% 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: 2013 NICA Participation Study*



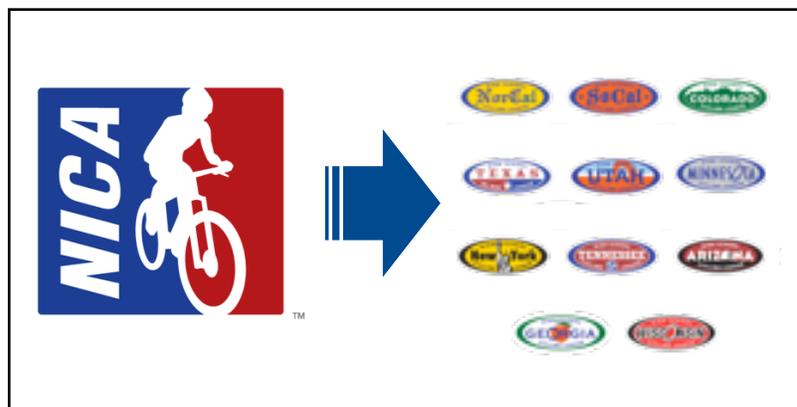
What We Do

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 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 coach 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 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 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. 20% of our moms and dads 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: 2013 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.



Sara Ecclesine, Vice President

Sara Ecclesine provides the perspective of a 20-year industry veteran with experience at both the retail and wholesale level. Her key focus is making mountain biking accessible to more people.



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.



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.



Eric Russell, Board Member

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.



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.'



Jerry Pomije, Board Member

As a Senior Executive for Quality Bicycle Products, Jerry has helped the business rapidly grow into one of the most successful and respected companies in the bike industry. He is excited to share his skills in vision, strategy, execution, finance and operations to help NICA grow.



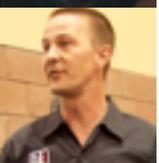
Dan McKay, Board Member

With over 40 years of insurance experience, Dan has a long history in large cycling event promotion and is a nationally recognized leader in risk management and silent sports insurance matters.



Forrest Arakawa, Board Member

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



Ben Capron, Board Member

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.



Honorary Board

Since the beginning of high school mountain biking movement, NICA student-athletes, coaches, teams and leagues have been supported in meaningful ways by a wide range of influencers. The NICA Honorary Board formalizes this relationship with our most devoted influencers by setting annual goals to support the NICA mission and, as NICA Booster Club members, make annual contributions. Don't be surprised if you see any one of these individuals at a NICA race, camp, conference or special event, and be sure to thank them for their support!



Gary Boulanger, Co-Chair, Sales Guy/Writer, Dirt Rag Magazine



Sara Eccelsine, Co-Chair, NICA Board Vice President



Jeremiah Bishop, Pro Athlete, Sho-Air/Cannondale MTB Race Team



Chris Cocalis, CEO, Pivot Cycles



Lea Davison, Pro Athlete, US Olympian, Specialized MTB Team



Lucas Euser, Pro Athlete, UnitedHealthcare Cycling Team (NorCal League alum.)



Gary Fisher, Mountain Biking Evangelist, Trek Bicycles



Jimena Florit-Dolzadelli, Mountain Biking Olympian (2000 and 2004)



Mari Holden, Road Cycling Olympic Medalist



Jeremy Horgan-Kobelski (aka JHK), Pro Athlete, Trek Factory Racing



Heather Irmiger, Pro Athlete, Trek Factory Racing



Ashley Korenblat, CEO, Western Spirit Cycling Adventures



Eddie O'Dea, Owner, 55nine Performance, Pro Athlete, Topeak-Ergon MTB Team



Namrita O'Dea, Owner, 55nice Performance, Pro Athlete, Topeak-Ergon MTB Team



Ned Overend, Pro Athlete, and World Champion, Specialized MTB Team



Nat Ross, Lizard Skins/International Marketing Executive



Rebecca Rusch, Pro Athlete, and World Champion, Specialized MTB Team



Mike Sinyard, CEO, Specialized Bicycle Components



Marla Streb, Media Liaison/Coach, Team LUNA Chix



Kimber Tedro, Amateur Athlete, Sho-Air/Cannondale MTB Race Team



Brian Vaughan, CEO/Co-founder, GU Energy

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 master of regional planning degree from Cornell University, Austin has been an effective leader of NICA since late 2012.



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.



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 e-Commerce, Lauren left the corporate world and joined NICA just as the national movement was launching. When not working at NICA, Lauren dabbles in 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 and daughter participate.



Lauren Duensing, Senior Director of Operations

An avid trail runner and reluctant biker, Lauren was led by her two children who raced with NorCal League to become an enthusiastic mountain biker. In a few years, she confessed that "mountain biking has defined and changed her family; it's what we do." Lauren manages the program staff and works with all leagues to deliver all races, events, summits and conferences each 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.



Suzette Ayotte, Development Director

A Maine native and twenty-year cycling industry veteran with a background in sales, marketing and PR, Suzette remembers riding across icy college campuses and through Portland’s wintery streets long before using bicycles for transportation was a conscientious movement. It wasn’t until after she’d graduated from college with a degree in Communication and Journalism, and left Maine for the west coast that she purchased her first mountain bike and became obsessed. Suzette echoes the sentiment we hear most often from those who first witness a NICA high school mountain bike race: *“I wish I had that when I was in High School”*



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!



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.



Jorge Montoya, Technical and Media Manager

In his youth, Jorge was a recreational mountain biker and has been inspired by the NICA crew to pick up biking again. Jorge has six years of marketing experience in e-commerce, product management, web production and user interface testing and recently completed a Graphic Design certificate through UC Berkeley Extension. Jorge has a BS in Information Systems from San Jose State University and an MA in Organizational Leadership from Gonzaga University.



Julia Lawrence, Program Manager, Coaches Licensing and Registration

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. 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 lifelong sport.”



Katie Styer, 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.



Ginger Jui, Administrative Assistant

Ginger Jui holds a Master’s degree in Integrative Biology from UC Berkeley. Transitioning from a research career in biology, Ginger founded the Campus Bicycle Initiative at UC Berkeley, interned with the East Bay Bicycle Coalition, and worked as route support for Climate Ride 2013 in California. In addition to keeping the books at NICA, she is the cycling program assistant at BORP, an adaptive sport and recreation program, and a volunteer at Spokeland, a community driven bicycle education workshop. She is currently working on a field guide to Bay Area bike-camping adventures at [The Flaming Bike Blog](#).



Key Advisors



David Curtis, Curtis Design

Former Board Member, 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.



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, trail master planning, destination tourism development services. Nat has been working with NICA on strategic planning and development and helped launch the national effort in 2009.



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 Nat 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 2 year old son, Dimitri, joins his high school team.



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.

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.

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 (IMBA) 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



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



U.S. Anti-Doping Agency's True Sport Initiative

TrueSport® is powered by the U.S. Anti-Doping Agency (USADA), empowering athletes and sports enthusiasts to love the game as much as the trophy. Whether you're an athlete, a coach, a parent, a club, league, or team, being a TrueSport means finding your unlimited potential through hard work, respect, and integrity. Being a TrueSport means never taking shortcuts. Contact: www.TrueSport.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/>



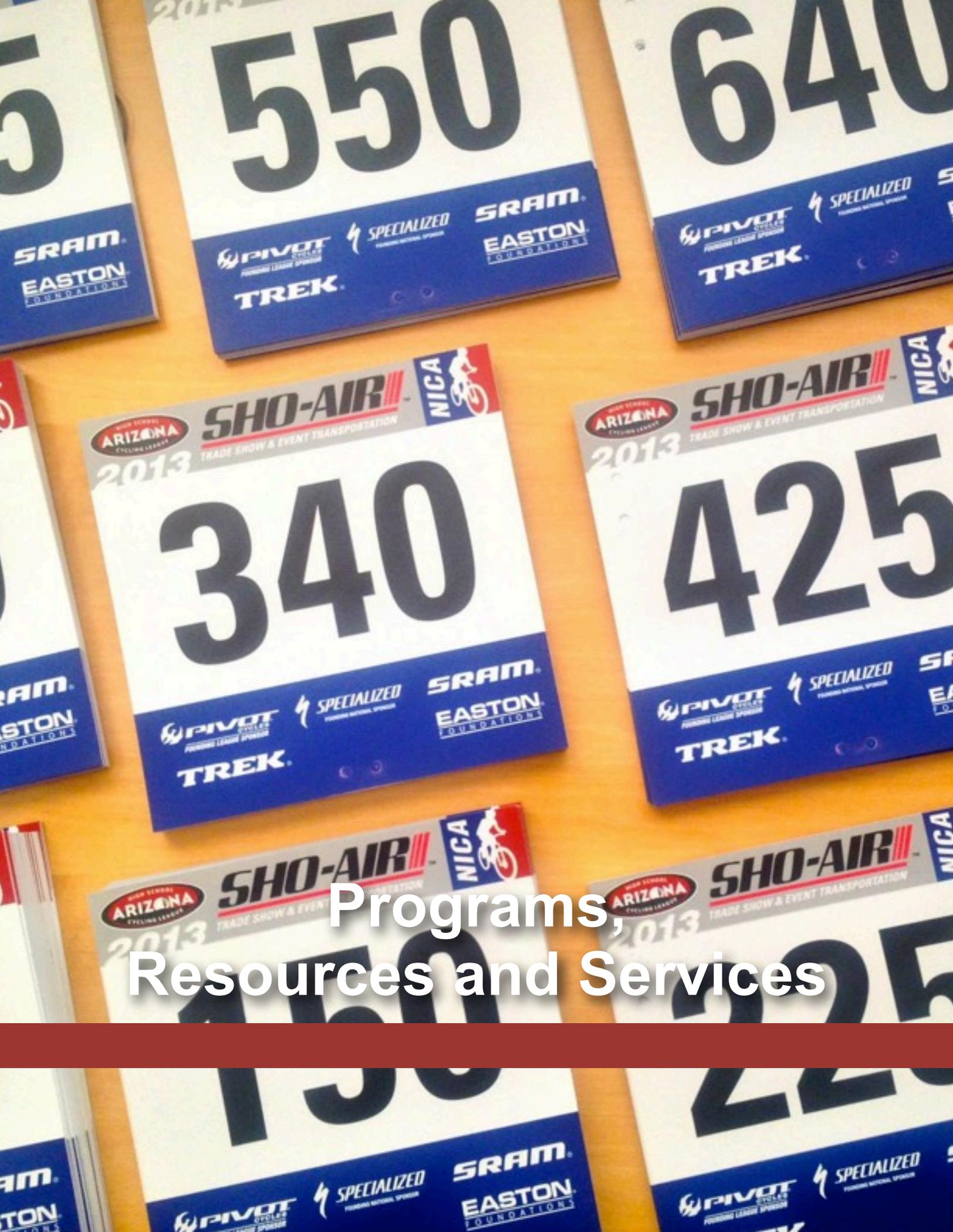
John Wayne Cancer Foundation

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 (CDC) to bring awareness and education to sports related injuries and specifically traumatic head injuries and concussions. Contact: <http://www.cdc.gov>



Programs, Resources and Services



Information

Merchandise

Volunteer

Registration

TEXAS
HIGH SCHOOL MOUNTAIN BIKE RACING

TEXAS
HIGH SCHOOL MOUNTAIN BIKE RACING



CAUTION



League Program Overview

League Development

The League Development Program provides comprehensive support, including grants, League Director and staff training, educational curriculum, training and resources to management teams in order to successfully establish new leagues around the country. NICA has successfully developed eleven leagues while refining many of the tools and documents necessary to scale the necessary training to accommodate future growth.

- **League Directors Training-** All league directors, new or seasoned, attend bi-weekly calls to share experiences and discuss “lessons learned” concerning best practices, risk management, cross training needs and overall league operations. Additionally, affinity calls provide specific training by NICA Staff to League Directors covering all areas within a league’s annual cycle.
- **League Director and Board Member Annual Conference-** This conference provides general and breakout sessions, panel discussions, concentrated focus groups, one-on-one meetings and recreation time for leadership across the country. Many of the outcomes from this conference drive NICA and League’s initiatives the following year.
- **League Board Member Support-** A new initiative from last year’s annual conference, periodic calls for league board members are designed to share concerns, challenges and best practices, risk management and cross training on all areas within a league board’s annual cycle.
- **Race Production Training-** 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. With over a dozen specific race production jobs at each NICA league race, we have initiated a number of “guilds” to allow participants to share knowledge, experience, and support between each race staff position and each League’s race series as a whole. As a national community, we will continue to improve the way we develop, think about, and implement our programs to ensure the best possible experience for all involved.



Coach Program Overview

Coach Licensing and Training

The Coach Licensing Program ensures that all head coaches, assistant coaches and ride leaders are sufficiently knowledgeable to mitigate risk and to serve as positive influencers in their communities. NICA licenses also protect our volunteers and coaches with comprehensive liability and medical insurance and protect our youth with mandatory background checks. The NICA Coach 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.

- **Leaders' Summit-** 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? What should coaches be sensitive to when working with youth? A NICA Leaders’ Summit brings together coaches and leaders for an important weekend of learning and hands-on training that empowers coaches, by providing them the tools to successfully run a team.
- **Coaches Training**
The NICA Coach 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. The training starts by attending a Leaders’ Summit with other aspiring coaches at which participants learn from seasoned coaches how to manage a team and how to effectively teach basic bike riding skills to new riders.





Team and Student-Athlete Program Overview

Teams

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 80 student-athletes.

Indie Clubs

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-Athletes

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.

Rider Camps and Clinics

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 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.

Volunteer Training

After a decade of putting on high school races, NICA has developed advanced training techniques and resources to help individuals gain the experience and confidence to handle a wide variety of jobs at races, events and rider camps. Most notably, this past year, we completed a series of short videos detailing the roles and responsibilities of all key race day volunteer positions.



2013 Clif Bar and Company Community Service Award recipient, Sherry Thurgood, shown 2nd photo on left, from the Utah League, represents how important well trained volunteers are to ensuring the production of successful events.



Fundraising and Special Events Programs Overview

Annual Awards Benefit Ride & Banquet

The NICA Awards were established in 2010 to honor student-athletes, coaches, volunteers and partners that have made outstanding contributions toward the development of high school cycling. The weekend event travels to varying locations and assorted NICA sponsors assist in award recipient selection and presentation. Each year, a celebrity cyclist is invited to serve as MC for the event. The 2013 event was held in Berkeley, CA and had more than 90 participants for the Benefit Group Ride in China Camp State Park and 190 Banquet attendees for the Awards Ceremony.

Annual Interbike Expo and Press Conference

Each year NICA attends the Interbike Bike Show and outreaches to industry sponsors, partners, vendor, local retailers, event promoters, etc. In addition to attending the show in 2013, NICA hosted a press conference to announce the new Georgia League and the directors and management teams behind the NICA Leagues around the country.

Booster Club

The NICA Booster Club was established this year to help offset costs of participation and expand ridership to underserved communities. Individuals are encouraged to join the Booster Club by making a financial contribution and are recognized with various gifts based on the level of giving. Each league is provided funds annually to award to teams, coaches and student-athletes in financial need.

Fundraising Events

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:

- Annual “Cyclefest” Dinner Banquets;
- Pledge Rides;
- Film Screenings; and
- Large Charity Ride Support (Feed Stations).



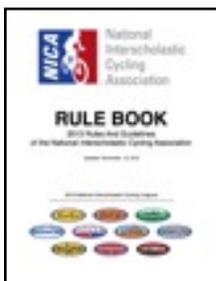
2013 Clif Bar and Company Community Service Award recipient, Michael Angelovich shown in 2nd picture down on right, was instrumental in producing another successful season of racing for the Texas League.





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 a "living document" and is under constant review.

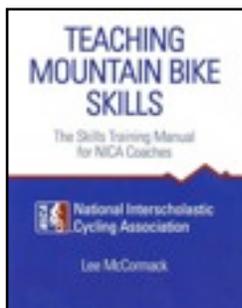


Race Production Manual

The Race Production Manual (RPM) contains all the necessary information for NICA league directors to 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.

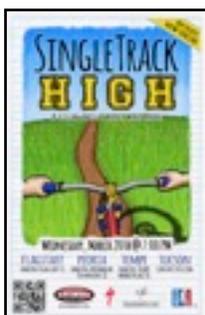
Coach Manual

Now in its 4th edition, the NICA Coach 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 Coach Manual is the comprehensive guide for coaching high school mountain bike teams.



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 and was shown in 70 different locations across the country during 2013.

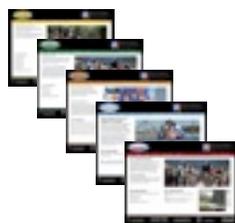


Online Resources



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 2013 NICA websites served ~667,255 page views to 94,000 unique visitors.*



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

The "NICA News" is a monthly newsletter emailed to 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 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. Our goal is to connect the NICA Staff with the existing and potential community members directly. We aim to build community by making more people aware of what NICA does, provide instant information to stakeholders and fulfill sponsorship and marketing agreements. As of the close of the year, NICA had grown it's followers: Facebook: 3,996 / Twitter: 1,754 / Instagram: 442



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 Webinars

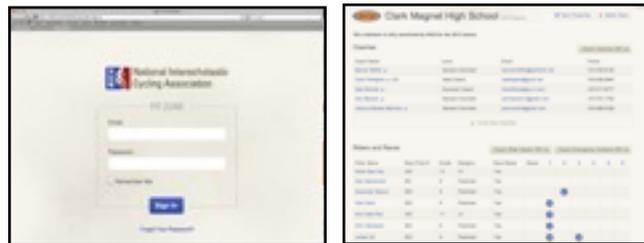
NICA produces a compelling series of online webinars for league directors, coaches and student-athletes to enhance skills and knowledge. Sessions have included:

- **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 management and growth.
- **Registration and the NICA Rule Book** - This webinar provides an overview of the Pit Zone registration process as well as an overview of the NICA Rule Book.
- **What Coaches Need To Know About Supplements & Energy Drinks** - Presented by NICA partner, TrueSport, this session provides participants with the knowledge necessary to intelligently read product labels of products in order to avoid questionable and, potentially, dangerous ingredients.
- **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 Services



"Pit Zone" Registration System

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 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 designed 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, from the Minnesota League, represents the best of what volunteers do to ensure fun and well run events.



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, the NICA Deploy 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 nine full time staff members who provide NICA league directors with a host of services designed to allow leagues to run efficiently and successfully. NICA staff assist 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
- Staff and Volunteer Training
- Blast Email Management
- Comprehensive Insurance
- Legal Services and Counsel
- Donor Data Management
- Financial Consultation
- Fundraising Support
- Accounting and Payroll Services
- Public Relations, Promotion and Media Assistance





Education, Outreach and Advocacy

In 2013, NICA participated in a wide range of education, outreach and advocacy events. Most notably, our second annual national leadership conference was held at the annual Interbike trade show, which allowed us to maximize exposure to announce Georgia as our newly selected league. Additionally, we grew our efforts to educate our members on relevant issues while expanding our outreach and advocacy efforts at numerous local and regional 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 over 700 to over 1,300 during the year! 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, 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 league; 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; over seventy screenings across the country of our documentary, *Singletrack High*; and an increased focus on promoting our activities on popular social media platforms (e.g., Facebook, Twitter, Instagram and Vimeo).

Advocacy

Advocacy events are critical opportunities 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 joining the Outdoors Alliance for Kids and building our "Spirit of Howdy" campaign efforts to help educate our members to the importance of working within their communities to ensure trail stewardship.

The more significant advocacy and outreach efforts that NICA was involved in are detailed on the following page.





Bicycle Leadership Conference

NICA attended the 2013 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 2013, NICA's presence included a large booth staffed by NICA Staff, league directors and coaches to promote the organization. NICA also held a press event to announce the launch of a new league in Georgia. Held in Las Vegas, Nevada, Interbike is 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 2013 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.

Wilderness Risk Management Conference

In 2013, NICA attended this conference for the first time to gain practical risk management skills, network with others in the industry, share field and administrative techniques, and help develop risk management standards for the adventure and education industries. We plan on increasing our involvement within this important community to increase our skills.

Outdoor Retailer Expo

During the summer of 2013, NICA presented a showing of Singletrack High to the extremely well attended trade show featuring literally 1000's of outdoor brands and over 50,000 attendees. Additionally, working with our national sponsors, GU Energy, we held an outreach event at their booth to help educate individuals on high school cycling.

Leadville 100

Heading to the high mountains of Colorado, NICA presented a showing of Singletrack High to the attendees of this very popular ultra-endurance mountain bike race. All proceeds from the event went to the local high school cycling team and NICA staff attended the race to talk with interested families about what is necessary to join and/or grow high school cycling programs.

24 Hours in the Old Pueblo

To help boost interest in one of our newer leagues, NICA staff worked with the Sho-Air/Cannondale Professional Mountain Bike Team to field a team of 3 Arizona League female student-athletes to compete under the leadership of seasoned professional racer, Pau Mata, at this extremely popular race held outside of Tucson, Arizona. NICA's executive director attended and spoke at the event to build understanding of high school cycling and to attract new partners.

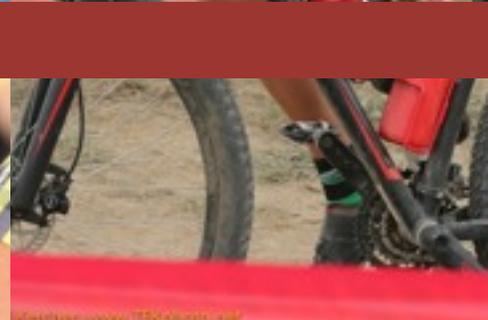
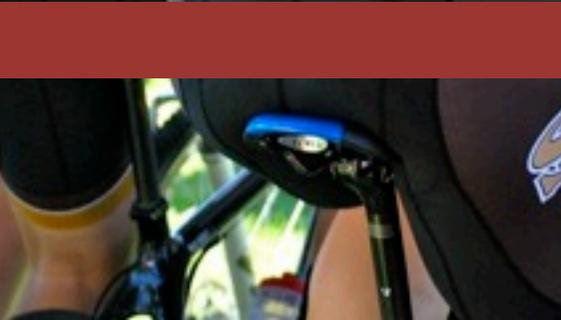
Outdoors Alliance for Kids

In late 2013, NICA joined the Outdoors Alliance for Kids, a national strategic partnership of organizations from diverse sectors with the common interest in expanding the number and quality of opportunities for children, youth and families to connect with the outdoors. By building partnerships within this community, we intend to play a bigger role in relevant advocacy issues this year.





The NICA Community







NICA Leagues Overview

Each League has a Management Team led by an Executive Director and a Board Of Advisors. 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 Leagues" and receive significant financial assistance, staff support and professional guidance. As League programs develop and become self-sustaining they mature into "Chapter Leagues" and, ultimately, upon incorporating and securing non-profits status, "affiliate" League status.



2013 NICA Chapter and Project Leagues.



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, 43 Licensed Coaches and 325 registered student-athletes.



2013 League Statistics

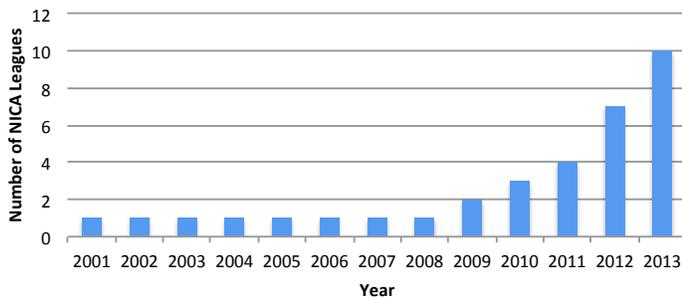
In 2013, NICA publicly announced one new project league (Georgia) and initiated league development efforts in Wisconsin. With these additions, NICA was operating a total of eleven leagues across the country at the end of 2013.

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

In order to provide the highest quality support services and programs, NICA has 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



NICA League growth since 2001.



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 2010 and has continued to expand the number of student-athletes, coaches and teams that participate in the League. As the oldest NICA effort, the NorCal League continues to serve as a “test ground” for new programs and services.

Website: www.norcalmtb.org

Year Established: 2001

League Designation: Chapter League

Management Team

Vanessa Hauswald, Executive Director
Robert Ramirez, Programs Director

Board of Advisors

Alexander Price, President
Adam Waskow, Vice President
Patty Brockley, Secretary
Vanessa Hill, Treasurer
Jim Winne, NICA Rules Committee Representative
Karen Rehder
Jennifer Sanders
Carol Eber

2013 Statistics

Registered Teams: 56
Licensed Coaches: 346
Registered Student-Athletes: 659

Events

Races: 6 (including CA State Championships)
Camps: 3
First-Aid trainings: 2
Leaders’ Summits: 2
Special Events (Marin Century support, Chileno Pledge Ride): 2
Total Events: 15



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. Matt Gunnell took over the director role in the Spring of 2009 and has been extremely successful in expanding overall league participation.

Website: www.socaldirt.org

Year Established: 2009

League Designation: Chapter League

Management Team
 Matt Gunnell, Executive Director

Board of Advisors
 Jon Tanklage, President
 Jonathan Kaye, Vice President
 Andy Somerville, Secretary
 Dustin Luton, Treasurer
 Celia Arenas
 Scott Craft
 Sean McCoy

2013 Statistics
 Registered Teams: 43
 Licensed Coaches: 252
 Registered Student-Athletes: 409

Events
 Races: 5
 Camps: 3
 Leaders' Summits: 1
 Special Events: 2
 First-Aid Trainings: 1
Total Events: 13



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 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. Colorado is the first league to fully incorporate and secure it's own non-profit status, thus becoming NICA's first "affiliate" league.

Website: www.coloradomt.org

Year Established: 2009

League Designation: Affiliate League

Management Team

Kate Rau, Executive Director

Board of Directors

Max Bradley, President
 Dan Lindsey, Treasurer
 Chris Conroy, Sponsorship
 Herschel Goldberg, Strategy
 Shelly Cottman-Nixon
 Roger Ryburn
 Aimee Rocheleau-Ross
 David Wiens
 Dr. Tom Maino

2013 Statistics

Registered Teams: 41
 Licensed Coaches: 174
 Registered Student-Athletes: 629

Events

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



Photo composition from Colorado League



Texas League

Texas High School Mountain Bike League (Texas League)

The Texas High School Mountain Bike League was organized 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

Year Established: 2011

League Designation: Project League

Management Team

Vance McMurry, Executive Director
Brandi McMurry, Co-Director

Board of Advisors

Vol Montgomery
Michael Angelovich

2013 Statistics

Registered Teams: 17
Licensed Coaches: 90
Registered Student-Athletes: 143

Events

Races: 4
Leaders' Summits: 1
Special Events: 1
Total Events: 6

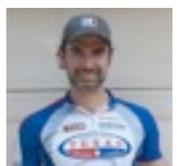


Photo composition from Texas League



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 2014 in anticipation of 20% growth, adding another race to it's series and hosting it's State Championship in world-famous Moab.

Website: www.utahmtb.org

Year Established: 2011

League Designation: Project League

Management Team

Lori Harward, Executive Director

Board of Advisors

Spencer Shaffer, President
 Steve Miller
 Jeff Gooch
 Sara Kaughmann
 Tyler Toone
 Jay Burke
 Dare Cottle
 Dave Harward
 Brett Satterthwaite

2013 Statistics

Registered Teams: 43
 Licensed Coaches: 240
 Registered Student-Athletes: 619

Events

Races: 5
 Camps: 2
 Leaders' Summits: 1
 Special Events: 4
Total Events: 12



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

Year Established: 2011

League Designation: Project League

Management Team

Joshua Kleve, Executive Director

Board Of Advisors

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

2013 Statistics

Registered Teams: 29
Licensed Coaches: 105
Registered Student-Athletes: 341

Events

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



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 completed their 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.tennesseemt看b.org

Year Established: 2012

League Designation: Project League

Management Team

Katherine Williams, Executive Director

Board of Advisors

Speed Baranco, Founding President
Cali Ewing, Treasurer
Don Fields

2013 Statistics

Registered Teams: 8
Licensed Coaches: 18
Registered Student-Athletes: 71

Events

Races: 4
Camps: 0
Leaders' Summits: 1
Special Events 1
Total Events: 6



Photo composition from the 2013 racing season.



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 completed their inaugural season in fall 2013. Coach trainings, team recruitment and sponsor solicitation are all underway to help grow the program for 2014.

Website: www.arizonamt.org

Year Established: 2012

League Designation: Project League

Management Team

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

Board Of Advisors

Terry Garrison, President
 Bob Spurlock, Secretary
 Daniel Hutto, Treasurer
 Regina Jettenies
 Tim House
 Todd Sadow
 Andrea Stewart

2013 Statistics

Registered Teams: 31
 Licensed Coaches: 117
 Registered Student-Athletes: 208

Events

Races: 4
 Camps: 1
 Leaders' Summits: 2
 Special Events: 2
Total Events: 9



Photo composition from the 2013 season.



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 to help grow the league for their second season in Spring 2014. With a very large statewide population, the league is excited for the growth potential.

Website: www.newyorkmtb.org

Year Established: 2012

League Designation: Project League

Management Team

Jason Cairo, Executive Director

Board Of Advisors

Gregg Galleta
Jonathan Peter
Matthew Ghiorse
Ben Cornish

2013 Statistics

Registered Teams: 11
Licensed Coaches: 25
Registered Student-Athletes: 47

Events

Races: 4
Camps: 0
Leaders' Summits: 1
Special Events: 1
Total Events: 6



Photo composition from various NICA leagues



Georgia League

The Georgia League was publicly announced at Interbike during the summer of 2013 and will be holding their first race in the fall of 2014. Outreach and staff training began in 2013.

Georgia High School Cycling League

Website: www.georgiamtb.org

Year Selected For Development: 2013

League Designation: Project League

Management Team

Dan Brooks, Executive Director



Wisconsin League

The Wisconsin League was established in late 2013 and publicly announced in early 2014. This effort is building on the very successful efforts of a long-standing mountain bike series held in Wisconsin and their first race will be held in the fall of 2014.

Wisconsin High School Cycling League

Website: www.wisconsinmtb.org

Year Selected For Development: 2013

League Designation: Project League

Management Team:

Dan Edberg, Co-Director
Kathy Mock, Co-Director





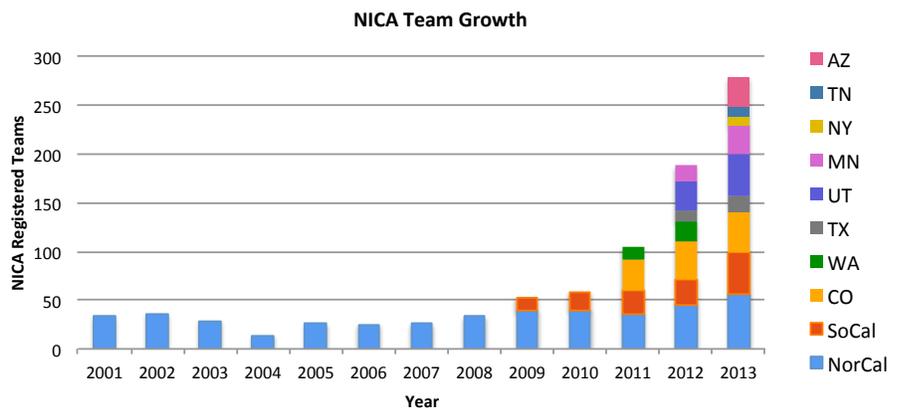
Teams Overview

In 2013, NICA continued to see significant growth in the number of registered teams competing in NICA Leagues around the country. With the addition of nearly one hundred new teams added since the end of 2012, the total number of teams participating was 279. This represents an increase over the previous year's 58% growth rate to just over an astounding 67% growth during the year!

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 and in their community. While the majority of existing teams are based in individual high schools, some smaller schools and independent riders train and race together as composite teams, which are permitted for a limited number of years before they split into individual teams to represent the various schools which comprised the initial effort. This process helps establish new teams in areas previously unrepresented.

NICA adheres to varying state laws regarding participation of homeschoolers and welcomes any student to join no matter where they may study.

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



➡ *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 7 years ago, to more than 60 riders this past season!*



2013 Team Statistics

2013 Registered Teams: 279 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)

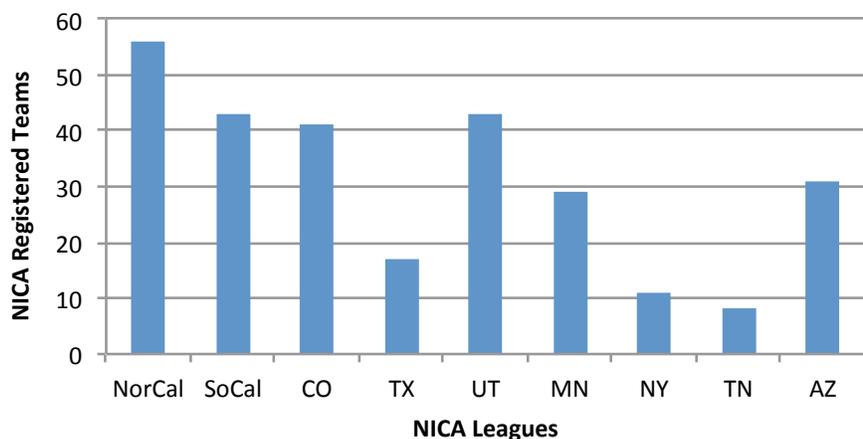
5 - days of special events (8 hours per event)

Total hours of team activities, per student-athlete per season: 278*

Total hours of all team activities all leagues per season: 77,562*

*2013 Annual Pit Zone Registration Report

2013 NICA Registered Teams



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 2013*





Licensed Coaches Overview

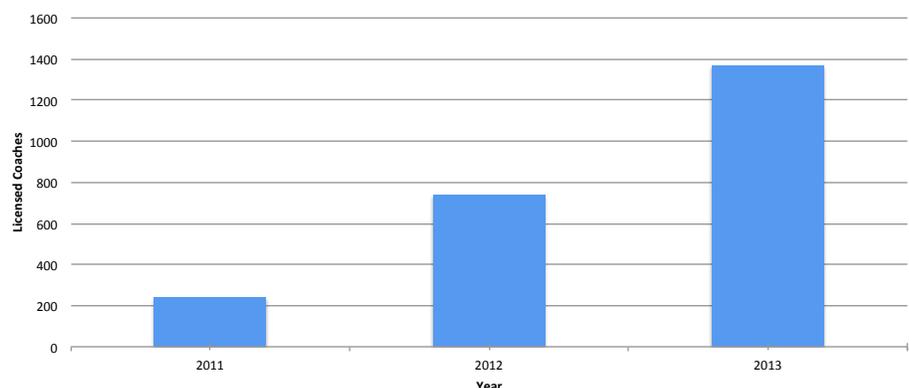
NICA coaches play a critical role in the formation, organization and management of teams that participate in NICA leagues. **Our coaches provide the opportunity for young student-athletes to participate in the sports and foster their development as life-long cyclists.** Our passionate and dedicated coaches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

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 2013, NICA had a record number 1,367 licensed coaches - a 54% increase from the 739 coaches in 2012*. 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 teams being formed in the new leagues that began operating in 2013.



NICA Coach Growth



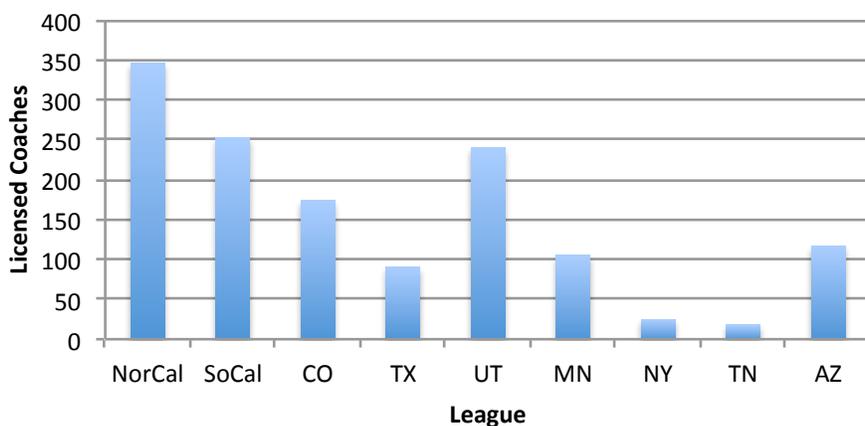
2011 SRAM Coach of The Year Award Ben Boyer and the Boulder High School Team competing in the Colorado League.



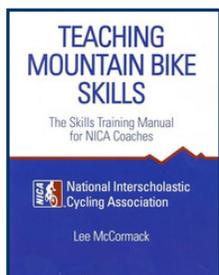
2013 Coach Statistics

Total Licensed Coaches: 1,367* (all leagues)

NICA Licensed Coaches Per League



*Source: 2013 NICA "Pit Zone" Registration Report



Coaches Resources: Training Manuals, Jersey, and discounted first aid supplies.



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





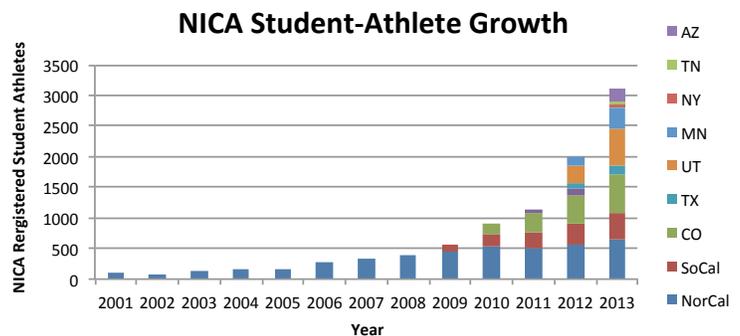
Student-Athletes Overview

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 2013, student-athlete participation grew to record numbers with established leagues showing modest growth and new leagues exploding with new teams and riders. **Student-athlete participation grew by 63% from 1,997 student-athletes in 2012 to 3,126 in 2013.**

On average, **our student-athletes spend 5-6 months participating in league activities each season.** These activities include weekly team practices; weekend training rides; competing in the league's racing series; conducting trail maintenance work and attending 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. Not surprisingly, nearly all participants report that they believe they will ride for the rest of their lives.



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.



2013 Student-Athlete Statistics

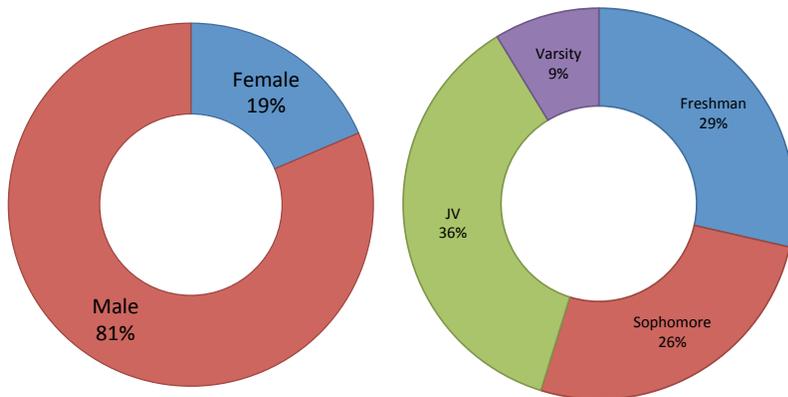
Student-Athlete Participation Profile:

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

Total hours of student-athlete participation per season: 278 hours
(per student-athlete)

Total registered student-athletes: 3,126 student-athletes (total all leagues)

Total hours of student-athlete participation per season : 869,028 hours (total all leagues)



2013 NICA Student-Athlete Gender and Class Distribution.

“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. She is entering her first year at Stanford and racing professionally for Specialized.





Funding and Operations

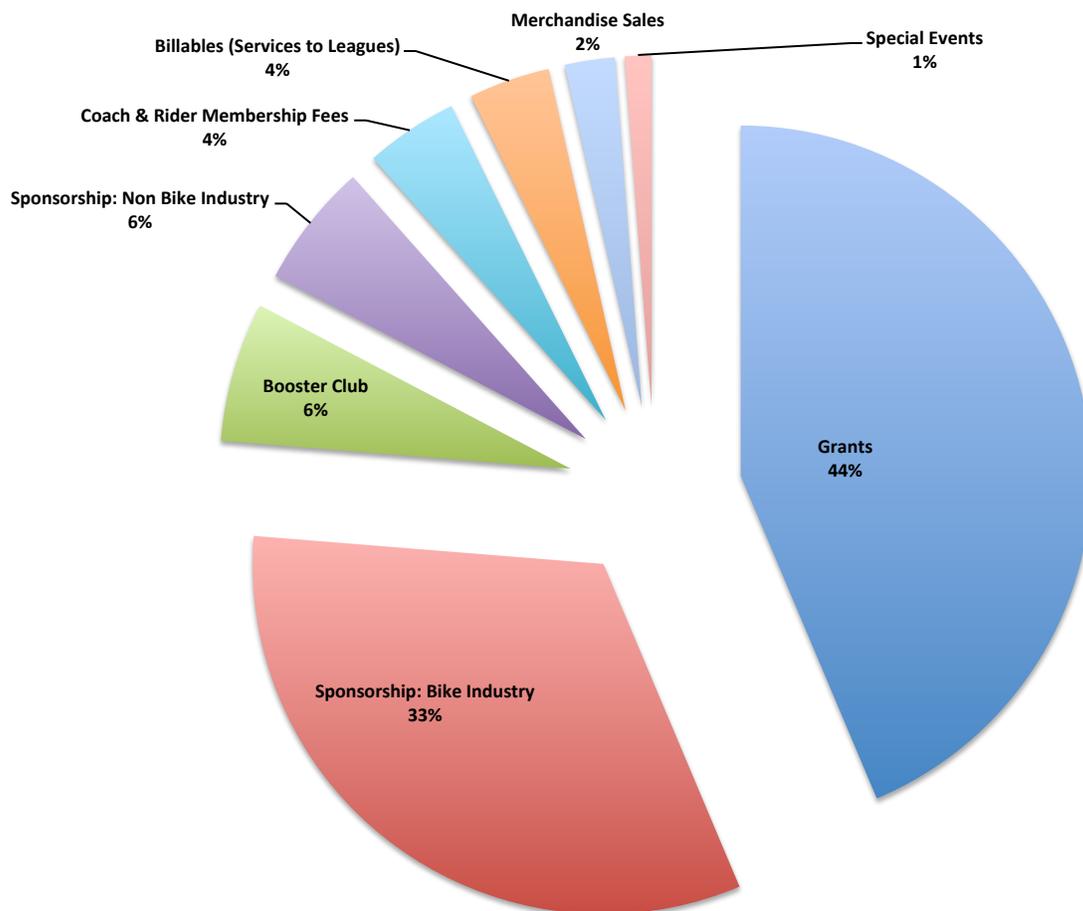


Funding Overview

As NICA fosters the explosive development of new leagues around the country, demands on our staffing, technological infrastructure, programs and resources continue to rapidly increase. The exponential growth in total ridership and licensed coaches coupled with the significant demand for new leagues has increased both our expenses and need for additional funding.

From FYE 2012 to FYE 2013, revenues increased only 14%, which was a result of increased revenues from registration and other core services as well as slight increase of corporate sponsorship and a growing number of individual donors.

Funding has been heavily reliant upon the bike industry and a couple of charitable foundations. Collectively, these two provided for 77% of all income received. In an effort to diversify our income sources, we will be working diligently in 2014 to both expand bike industry support, while also concurrently undertaking a concerted effort to gain out-of-bike industry sponsor and a broader sponsorship base.



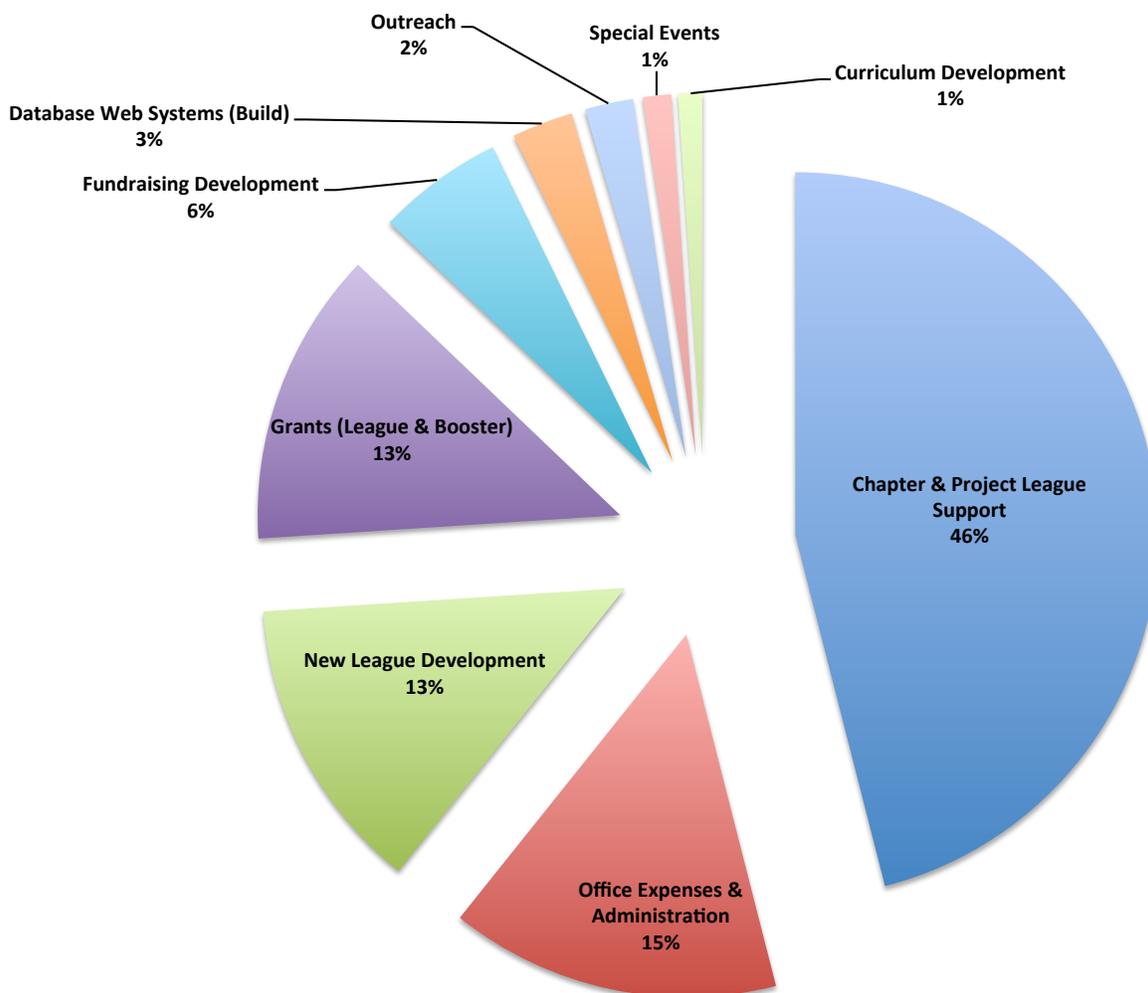
NICA Income Summary FYE 2013



Operations Overview

From FYE 2012 to FYE 2013, operating expenses increased 12% as a result of NICA's rapid growth and the increased demand on staffing, programs and services. Roughly 70% 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 than reported if not for the generosity of assorted subject matter experts who donated their time and efforts.

To address the anticipated increased costs, we hired a full-time development director at the end of 2013 to focus and refine our overall marketing and sponsorship recruitment program. Additionally, we are continuing our efforts to improve and refine 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 reserve and a strong management team poised to do more in 2014 than ever before.



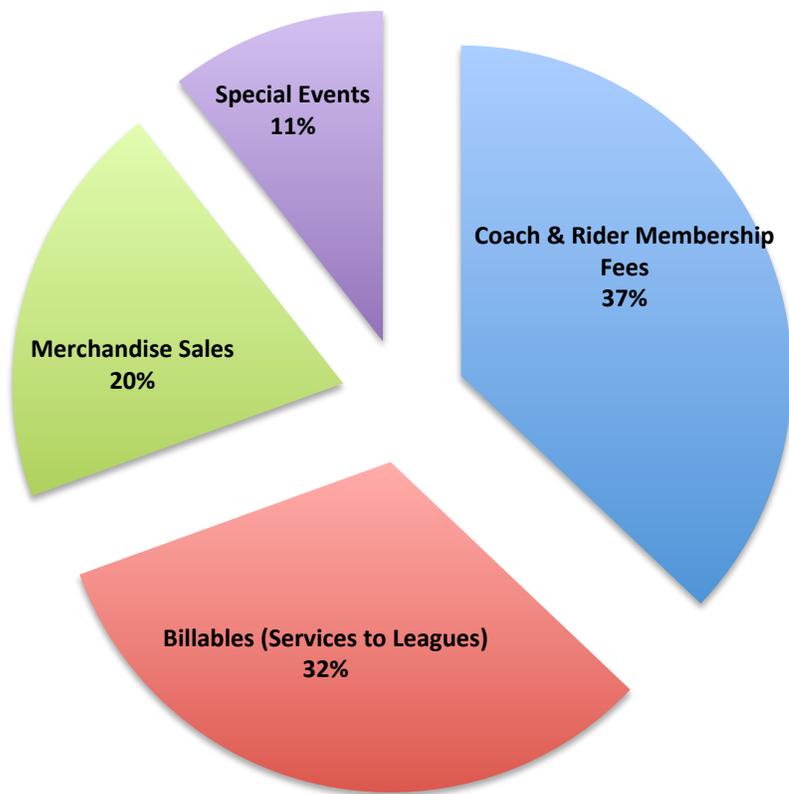
NICA Expense Summary FYE 2013



Direct Revenues

In 2013, direct revenue from coach and rider registration fees, camps, conferences and special events, merchandise sales, in addition to billable services, accounted for 12% of total revenues for the year. This represents a negligible (<1%) decrease from 2012, which is a result of the fact that we did not hold a summer student-athlete camp and, thus, did not generate any registration revenues. Our annual award banquet also netted slightly less than the previous year. We also provided scholarships to a growing number of participants, which resulted in a slight decrease in rider membership fees coming in.

As NICA continues to expand into new regions, directly servicing new leagues, teams, coaches and student-athletes, while promoting increased merchandise sales opportunities, direct revenues should increase well beyond the 2013 levels. Moreover, as our investments in improved technology and infrastructure streamline and reduce the overall cost of delivering registration services, we will see a reduction in our overall labor expenses.



*Direct Revenue Income Summary
FYE 2013*



Cassandra "Elmo" De Ville, 2013 Jeep Extraordinary Courage Award recipient from Huntsville High School, racing in the Texas League, started out as a novice rider as a Freshman and became the team Captain by her Junior year.



Corporate Sponsorship

In 2013, corporate sponsorship grew marginally from the previous year. While the total number of sponsors grew, one of our largest cash contributors, transitioned from a national level supporter to focus on our two California leagues. As a result, even though we added a number of bronze level sponsors, the net financial gain was very small. Sponsorship revenues accounted for 39% of total revenues in 2013 down from 43% in 2012.

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

Over 50% of our coaches, student-athletes and families report 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 2013, two foundations collectively provided or 44% of total revenues, a 6% increase from 2012.

As we look to fund the continued growth of our national programs, we are engaging additional foundation partners whose missions encompass 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 Foundations support, since 2008, has been a critical source of funding for the development of our initial leagues and the formation and launch of the national movement in 2010. This year, their funding has helped refine our training programs and curriculum, launch new leagues, support all existing efforts and recruit and train core staff across all programs. Without the Easton Foundations' continuing generosity and vision, high school cycling would not be where it is today. In recognition of this, we presented James L. Easton with the 2010 NICA Legacy Award.



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 2013, Clif Bar Family Foundation support primarily funded program and staff development required to underwrite the inaugural seasons of our newest leagues in Arizona, Tennessee and New York. Additionally, these grant funds were used to help bring Georgia on-line as a new league. In recognition of their long-standing support, we presented Clif Bar Company founder Gary Erickson with the 2011 NICA Legacy Award.



The Booster Club

The Booster Club is a national program focused on **increasing the overall access to NICA programs**, especially for student-athletes, coaches and teams from underrepresented areas and disadvantaged backgrounds.

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.

The Booster Fund provides direct support, through individual scholarships, stipends and grants, to offset expenses directly related to participation in NICA league, team and student-athlete programs, events and 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.

Since its inception in 2012, the Booster Club has raised more than \$156,000 through individual donations.



Booster Fund Scholarships and Grants

Student-Athletes, Coaches, Teams and Leagues are encouraged to apply for Booster Fund scholarships and grants through an online application process. Applications are reviewed by a the Booster Club Committee and funds are awarded based on the merits of the applicants.

Student-athletes can apply for Booster Fund scholarships that can be used for, race entrance fees, camps and clinics, special events and equipment.

Coaches can receive Booster Fund scholarships to be used for professional development, education and training including; coaches licensing, coaches training and leaders summits, offset travel costs and equipment.

Teams can receive Booster Fund grants for such expenses as league registration, special events and student-athlete registration and equipment.

Leagues can receive Booster Fund grants to pay for such expenses including; league development programs, training, education, and staff support.



Booster Fund Impact

In 2013, the Booster Fund distributed more than \$167,000 in grants to student-athletes, coaches, teams and leagues in need of assistance.

2013 Booster Fund Grant Awards

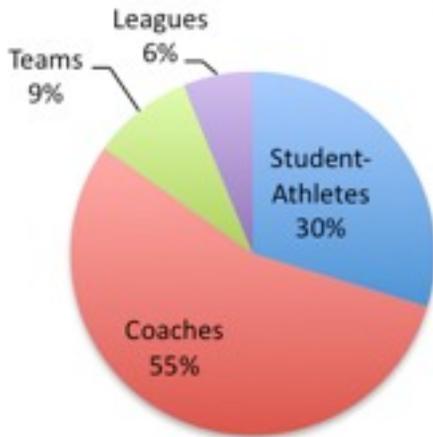
Student-Athletes: 96 Scholarships

Coaches: 178 Scholarships

Teams: 29 Grants

Leagues: 20 Grants

Distribution of Grants: Students, Coaches, Teams, Leagues



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



This page features the Sacramento Police Athletic League (PAL) Composite Team, 2011 Community Impact Award Recipient, Coach, Officer, George Martinez, and 2012 Jeep Extraordinary Courage Award Recipient, DeShaun Smith.





2013 NICA Statistics

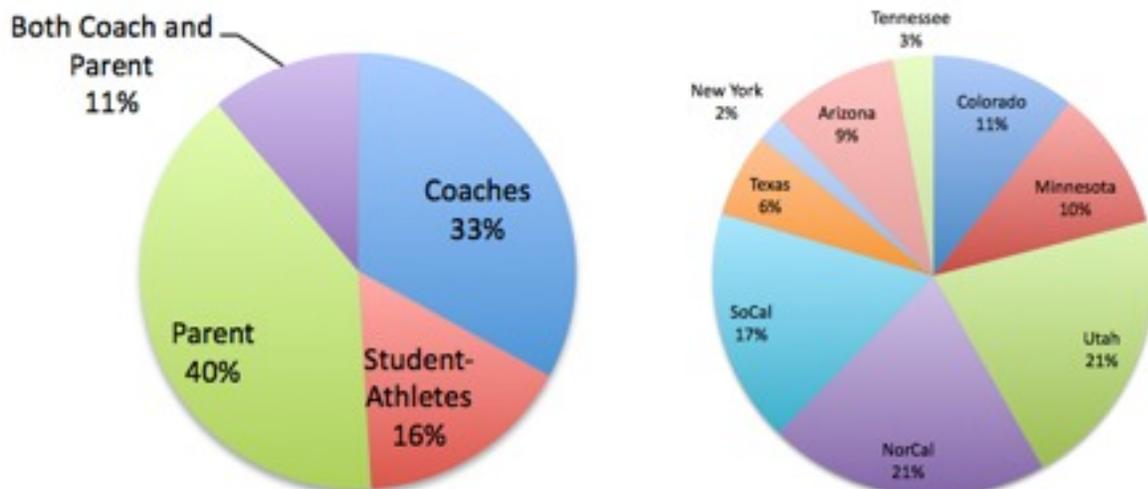


Annual Participation Survey Overview

At the end of each league's season, NICA conducts an online Annual Participation Survey with survey requests sent out to all participating student-athletes, coaches and parents. The annual survey provides a critical feedback mechanism for our management team to better understand our community and the performance of both the national organization and our leagues.

The comprehensive survey includes more than 100 questions and provides many opportunities to provide direct feedback and comments. In 2013 the survey generated 2,295 responses with 16% of the responses coming from student-athletes and 40% coming from parents (see chart for breakdown).

Each year the survey results are reviewed by a committee and the survey is refined to better understand of the needs of our community.



2013 Participation Survey respondents and respondents by league.



2013 Participation Survey Highlights

NICA Leagues provide extremely high quality experiences for its 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. 96% 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.



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National Interscholastic Cycling Association

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