As Jesse Owens stood atop the medal podium at the 1936 Olympic Games in Berlin, he embodied the ideals of sport: competition, sportsmanship and excellence, all judged only by an athlete’s actions, not his skin color. Before an adoring German public and a confounded Adolph Hitler, one of the icons of the Olympic movement bore three letters across his chest: “U.S.A.”

Together, those three letters are the most powerful brand in international sport, and nowhere is that brand stronger than on the track and in the field. As evidenced by Team USA’s dominating Return to Berlin for the 2009 IAAF World Outdoor Track & Field Championships, the team and the brand are stronger than ever. And in mid-2009, USA Track & Field (USATF) signed a new contract with Nike that increases the value of Nike’s contribution to USATF and its athletes by nearly 50 percent, ensuring that the financial state of USATF will thrive through the 2016 Olympic Games.

The organization charged with growing that brand and administering the U.S. team, USATF is the national governing body for track and field, long distance running and race walking. Part of the Olympic Family, with the power of “The Rings” behind it, USATF also is a modern, professional sports organization who views the NBA, MLS and other pro sports leagues as its peers. USATF’s raison d’être is to advance the sport of track and field in the American psyche and in the American sports business and entertainment industries.

The sport is international, elemental and eternal. Among the most ubiquitous and accessible activities in the world, track and field has universal appeal, with 213 national member federations competing on the international level. It is a powerful social and economic force in the United States, where more than 30 million Americans are runners and 10 million Americans run 100 times or more each year. Indoor and outdoor track and cross country is the #1 participatory sport in American junior highs and high schools. Tens of thousands of Americans are involved with the sport as coaches, officials and volunteers. The sport penetrates deeply into the inner cities, while fans at some meets boast an average household income well over $150,000.

All things to all people? Maybe… but in the best possible way, and with focus on growth.

USATF is the unifying force for the sport in the United States. President/Chair Stephanie Hightower and CEO/General Secretary Doug Logan rose to their positions of leadership in 2008 and with the Board of Directors are charting a new course for the organization over the next quadrennium. Sponsorship success, TV ratings increases and participation growth all have been cornerstones of the last several years. USATF looks to build upon that success and to aggressively expand into new areas in 2010 and beyond.
THE VISION: USATF STRATEGIC PLAN

In the summer of 2009, the USATF Board of Directors came together at Conseco Fieldhouse in Indianapolis for a retreat with a singular purpose: to lay the framework for USATF strategy over the next three to four years.

The previous USATF Strategic Plan had taken shape over the course of months, even years, and had generally laid untouched, save for periodic refreshers from USATF staff. President/Chair Stephanie Hightower and CEO Doug Logan wanted a new Strategic Plan that would be relevant; one that would be lived by staff, volunteers and the board on a daily basis. A Plan that would not only set goals but lay benchmarks for success.

The board planned to condense months of work into 36 hours. Joined by members of the USATF executive staff, the board got to work with the aid of a facilitator. Whatever the alchemy of that July weekend, it worked.

Relatively free from special-interest concerns and united by their shared goal of maximizing the potential of the sport, the board’s vision took shape with startling speed and clarity. Beginning with a new Mission Statement, the board worked from the macro to the micro level. They first developed a new, simple Mission Statement, then moved on to establish a vision for success, strategies for getting there and goals that turn the strategies into action.

The board emerged with the road map to the future. After receiving fine-tuning and expansion from staff, the Strategic Plan was presented by Hightower to USATF membership at the 2009 Annual Meeting.

The Mission began.
USA TRACK & FIELD MISSION STATEMENT:
USA Track & Field drives competitive excellence and popular engagement in our sport.

VISION – WHAT SUCCESS LOOKS LIKE

- We fully support our athletes with resources and programs
- All our constituencies work together to support our sport’s success
- Our business model showcases our sport in innovative and lucrative ways
- The public and the media respect and are drawn to our sport
- Our athletes consistently outperform the competition
- We have the resources to achieve our mission

STRATEGIES – HOW TO FULFILL OUR VISION:

Build a transparent and accountable organizational model that values all constituencies

- Management models new paradigm of ethical, transparent, accountable behavior
- Describe the new organizational model
- Communicate with membership

Develop a Track & Field brand that resonates with consumers

- Expand media presence by strategically targeting select platforms
- Improve and expand our products
- Determine, develop and disseminate our message to targeted customers

Establish the sport in popular culture (cont.)

- Develop list of non-traditional opportunities (media, sponsorship, lifestyle)
- Retain skills or resources to find these things
- Develop event presentation plan that maximizes commercial value
- Start development of working model for organization/athlete relationship

Establish the sport in popular culture

- Develop an aggressive business model that creates and exploits monetizable assets
- Inventory current assets

Establish a culture and systems that maximize competitive excellence and a superior professional experience

- Include all relevant constituencies in developing a High Performance Plan
- Create approaches for identifying and supporting future athletic talent
- Establish preferred standards and systems for event operations
- Clearly define and communicate athlete services as high mutual benefit
- Institutionalize procedures and education to assume a drug-free sport
Words like “diversity” and “professionalism” have become so ubiquitous as to be almost meaningless. But, with a revised structure and energized members, USA Track & Field’s Board of Directors has embraced and brought meaning to the sport’s most important leadership body.

Formed in early 2009, the 15-member Board came together for its first meeting on March 8, 2009 when it selected its officers. Since then, it has developed and fleshed out a strategic plan while providing oversight and a new perspective to USATF’s mission, philosophies and priorities.

When asked to describe the defining qualities of the Board, many members immediately point to diversity, noting in that lies strength.

“Thankfully, our Board is both diverse and aligned,” says Vice Chair Jack Wickens. “We seem to find common ground fairly easily and make decisions quickly and emphatically.”

As Audit Committee Chair Kim Haines succinctly puts it, the Board is comprised of “diversified, experienced, competent, caring individuals,” while Elizabeth Phillips, a member of the previous USATF Board as well, notes her colleagues are “committed and professional.”

The demographics of the Board reflect the diversity of the sport: seven of the 15 members are African-American and five are women; of those with world-class athletic backgrounds in the sport, the sprints/hurdles, jumps, middle distances, long distances, race walks and throws are represented. Nearly all are established business people.

“We have all grown from the conversations we have had with one another,” notes Olympic medalist Deena Kastor. “It seems everyone has had perspective shifts at different times on different subjects because we have the ability to discuss things intelligently and fairly.”

Remaking leadership
In sweeping bylaw changes overwhelmingly approved by USATF membership at its 2008 Annual Meeting, the USATF Board was reduced in size from 31 members to 15. The USATF President, IAAF Council Member, 5E representative and three athlete representatives are selected directly by their constituencies. The six seats nominated by USATF’s High Performance, Long Distance Running, General Competition, Youth, Coaches and Officials divisions, as well as three independent seats, were vetted and ultimately selected by USATF’s Nominating and Governance Panel. Each USATF Division nominated three candidates for each seat, with the Panel choosing the Board member from among the nominated candidates. The Independent Board members were selected by the Panel from nominations gathered nationwide.

The result of the retooling was to lessen perceived turf wars borne of a committee-representational Board and to provide an environment of a singular, shared goal – at least in theory. It doesn’t mean that different perspectives aren’t staunchly defended.
The Board must “provide strategic direction, reviewing management’s execution of strategies,” says IAAF Vice President Bob Hersh, “and encourage strong performance by all constituencies in the organization.”

The need for inclusiveness and understanding is reiterated by others. “Decreasing the ‘us-against-them’ mentality and getting constituents to buy into the need for a more ‘mature’ organization” has been a task the Board has taken on, according to sports marketing executive Jeff Darman. USATF must, he says, function as “an enlightened non-profit.”

The Board and membership alike attained a form of enlightenment during a series of coffees at USATF’s 2009 Annual Meeting in Indianapolis. These informal discussions provided a town hall-type exchange of ideas that helped all involved become more familiar with one another.

Money Matters
USATF’s biggest need? Many point to the obvious engine: Money.

“The biggest needs could be of a financial nature in light of the current situation the country is in,” says Budget & Finance Committee Chair Kenneth Taylor. “This is mainly in the areas of sponsorship dollars coming in to USATF.”

Kastor points out that “Not all great ideas cost money,” but ideas do require a plan. Wickens cites the need for “development and implementation of an ambitious, workable new business model for USATF and for our sport. We do not lack great ideas, but we clearly lack the resources needed to fully pursue those ideas.”

Once those ideas are developed, the Board then fully engages in its oversight role, “finding a balance between leading and operating USATF,” according to National Track & Field Hall of Famer Willie Banks.

“USATF can’t do it all,” adds business executive and Olympian Steve Holman, noting that partnership with organizations ranging from national and international governing bodies to TV, sponsors, road races and agents is part of the challenge. “But we can create the vision, then empower and catalyze others to help achieve the vision.”
USA TRACK & FIELD BOARD OF DIRECTORS

Chair
Stephanie Hightower
USATF President, Personnel Committee Member, Competition Committee Member

Vice Chair
Jack Wickens
Business Development Committee Chair, Operations Committee Member

Treasurer
Kenneth Taylor
Budget & Finance Committee Chair, Audit Committee Member

Willie Banks
Operations Committee Member, Competition Committee Member

Dr. Evie Dennis
Personnel Committee Chair, Audit Committee Member

Kim Haines
Audit Committee Chair, Operations Committee Member

Steve Holman
Budget & Finance Committee Member, Business Development Committee Member

Steven Miller
Competition Committee Chair, Business Development Committee Member

Elizabeth Phillips
Budget & Finance Committee Member, Personnel Committee Member

Max Siegel
Operations Committee Chair

Athlete Representatives
Philip Dunn
Audit Committee Member, Operations Committee Member

Deena Kastor
Budget & Finance Committee Member, Business Development Committee Member

Aretha Thurmond
Personnel Committee Member, Competition Committee Member

5E Representative
Jeff Darman
Budget & Finance Committee Member, Personnel Committee Member

IAAF Representative
Robert Hersh
Audit Committee Member, Competition Committee Member

For full biographies of all USATF Board members, visit the Committees section of www.usatf.org
COMMITTEES OF THE BOARD

NON-VOTING

Secretary
Darlene Hickman

Counsel
Larry James

EX-OFFICIO

Chief Executive Officer
Doug Logan

AUDIT
Chair
Kim Haines
Members
Evie Dennis, Kenneth Taylor, Bob Hersh, Philip Dunn
Assigned
Darlene Hickman
National Office Liaisons
Doug Logan, Mike McNees, Gina Miller

BUDGET AND FINANCE
Review of the annual budget and amendments thereto, policy regarding company finances, investments, etc.
Chair
Kenneth Taylor
Members
Jeff Darman, Steve Holman, Elizabeth Phillips, Deena Kastor
National Office Liaisons
Doug Logan, Mike McNees, Gina Miller

BUSINESS DEVELOPMENT
Events, new business opportunities, sponsorship sales
Chair
Jack Wickens
Members
Max Siegel, Steven Miller, Deena Kastor, Steve Holman
National Office Liaison
Doug Logan

COMPETITION
All issues related to elite athlete development, performance and support
Chair
Steven Miller
Members
Willie Banks, Bob Hersh, Aretha Thurmond, Stephanie Hightower
National Office Liaisons
Doug Logan, Benita Fitzgerald Mosley, Duffy Mahoney, Jim Estes

OPERATIONS
Grass Roots programs (youth, masters), technology, marketing fulfillment, communications and merchandise
Chair
Max Siegel
Members
Jack Wickens, Willie Banks, Kim Haines, Philip Dunn
Assigned
Darlene Hickman
National Office Liaisons
Doug Logan, Mike McNees, Andy Martin

PERSONNEL
Policy review of employment issues including executive compensation
Chair
Evie Dennis
Members
Jeff Darman, Elizabeth Phillips, Aretha Thurmond, Stephanie Hightower
National Office Liaisons
Doug Logan, Gina Miller
REFLECTIONS 2009: THE ATHLETES
THE COMEBACK KIDS
Dwight Phillips and Meb Keflezighi

In 2004, each man had almost single-handedly resurrected an event in which Team USA had once excelled, but had recently floundered. When Meb Keflezighi surprised the world with a silver medal in the men’s marathon at the 2004 Olympic Games, and Dwight Phillips took gold in the men’s long jump, Americans were back on the map in both events.

Phillips had become the man to beat in his event. In addition to his Olympic gold, he won world titles in 2003 and 2005 and was #1 world-ranked for three straight years. But coaching changes, living away from his family part of the year and a change in fitness saw him drop to #5 in the world in 2006 and manage “only” a bronze medal at the 2007 World Championships. A year later, he failed to make the 2008 Olympic Team. The youngster who broke both of his legs when he was 14 stood, a nearly broken man, at a low point in his career.

After his stunning medal in Athens, Keflezighi became the most successful American marathoner in decades without ever having won a race. Just a few months after the ’04 Games, he was second at the ING New York City Marathon and third in New York in ’05. He picked up another third at the 2007 Boston Marathon and seemed poised to make his third Olympic Team. But an eighth-place finish at the Olympic Marathon Trials, held in New York in November 2007, was a near career-ending experience for Meb, who ran the race ill and with what he later discovered was a stress fracture in his hip. The race was, he said, “the darkest of the dark times.”

Yet 2009 would find both men, living in the fourth decade of their lives, at perhaps their highest points. Both seemed motivated, at least in part, by the Hunger of Memory. For Phillips, it was the memory of an Olympic legend. For Meb, the memory of a fallen teammate.

More than 20 pounds lighter, reunited with his wife and children full-time in Atlanta and training with a new coach, Phillips in 2009 had the greatest long jump season of any man in almost 20 years. At the Nike Prefontaine Classic, he jumped farther than any man since Mike Powell set the World Record in 1991. He won his fourth U.S. title at the same track where he missed the Olympic Team the previous year, and then he made his way to Berlin’s Olympic Stadium. There, he stood to receive his gold medal in the same arena where Jesse Owens had won the men’s long jump in 1936.

Also a rejuvenated man, the 34-year-old Keflezighi in 2009 almost certainly had the finest year of his career. He won four national titles running at various distances, but none was more important than his victory at the 2009 ING New York City Marathon. Racing through the five boroughs, Meb became the first American in 27 years to win the race.

The win provided redemption, rebirth and remembrance. Immediately after winning in Central Park, Meb dropped down for a push-up and broke into tears before being greeted by his mother, pregnant wife and two daughters. “The memory of Ryan Shay is what I cried for,” Meb said, referring to his American teammate who died in Central Park while running the Olympic Trials in 2007.

Meb, it seems, was not alone in his race. And that November day in New York, he was not alone at the top, either. Six Americans finished in the top 10 at the race. Redemption and rebirth, indeed.
It’s 8 p.m., and Amy Palmiero-Winters is lacing up her right shoe to go on an 11-hour training run. On her left lower leg is a prosthetic limb. After her run, she will eat breakfast in her office and work a full day before going home to spend the evening with her two small children.

Eventually, almost 48 hours since she last awakened, she will sleep.

Palmiero-Winters was honored as the 2009 AAU Sullivan Award winner, given annually since 1930 to the country’s top amateur athlete. She was the first track and field athlete to be recognized with the award since Michael Johnson in 1996.

Her athletic achievements during 2009 speak volumes. Competing in no fewer than 10 ultra-distance races in 2009, she won the women’s division at the Heartland 100 Mile in October, qualified for the Western States 100 mile ultra-marathon and ran the Mount Washington Race.

At the “Race to the Future” on New Year’s Eve, Palmiero-Winters beat all able-bodied male and female finishers. Covering 130.4 miles in the 24-hour race, her performance qualified her for the Team USA roster at the 2010 International Association of Ultrarunners’ 24-hour Run World Championship.

But it is what she does away from running that makes Amy the country’s truest embodiment of the amateur spirit. In her work for A Step Ahead prosthetics, she puts together 15 sports programs each year for young amputees. She runs six marathons each year, pushing disabled people in their wheelchairs — traditional wheelchairs of heavy metal, rather than aerodynamically designed racing chairs. Chairs where wheels go flat and fall off — and yet she keeps pushing.

Somehow, the single mother finds time to sleep, and the woman who lost her leg in a motorcycle accident in 1994 wouldn’t have it any other way. “The more I do, the more opportunity I have to help people,” Amy said. “I love crossing the finish line, but helping people is what I love.”
Leland McPhie’s visage has graced the pages of the L.A. Times and Sports Illustrated, publications that tend toward the Michael Johnsons, Usain Bolts and Carl Lewises of the world. But McPhie may be the only living person to have appeared in those publications 73 years apart.

A walking emblem of the masters track and field mantra of lifetime fitness, McPhie was a high school and college track star during the Great Depression who has become one of the most recognizable names and faces in masters circles, where athletes age 35 through 100-plus mingle, compete and generally have a great time.

His age as of 2009? A spry 95.

As a young man, McPhie set school records at San Bernardino Valley College (12-1 in the pole vault in 1935) and San Diego State University (24-6 in the long jump). To speak to him on the phone now is to think you are speaking to someone decades younger. To see him compete, even more so.

At the 2009 USA Indoor Masters Track & Field Championships, he competed in six events, breaking world records for his age group in two of them. Never before had a man age 95–99 jumped as long or as high as Mr. McPhie. At the national outdoor championships in Oshkosh, Wis., he was even more prolific. Wearing his ubiquitous grin and the blue-and-yellow singlet of the So Cal Track Club, he broke world records in three of the seven events he contested — high jump, long jump and triple jump. He also threw the shot put (where he set an American record), discus, weight and javelin.

McPhie came back to track and field in 1994, and although he is slowing down, it’s clear he’ll never leave it. The camaraderie, the travel, the medals and the memories all make him who he is today: a man who is so much more than a Face in the Crowd.
The greatest female sprinters of this generation all have come up through USA Track & Field’s youth and junior programs. The names of world champions Allyson Felix, Sanya Richards-Ross and Lauryn Williams all can be found in USATF’s archive of youth results.

Another young woman now looks poised to follow this trio up the youth ranks and into the world class: Ebony Eutsey. Wearing the Team USA jersey for the first time at the 2009 World Youth Championships in Italy, Eutsey brought home two gold medals. An easy winner at the USATF World Youth Trials earlier in the summer, the Miami Southridge High School student led wire to wire in the 400 at World Youth, then anchored Team USA to victory in the sprint medley by a margin of nearly five seconds.

It was part of a busy summer for this 200 and 400-meter specialist. Finishing her junior year in 2009, Eutsey won her third straight Florida high school 400m title and her second straight in the 200. She won the Nike Outdoor Nationals title for prep athletes. She has even broken a Florida prep record previously held by 2009 World Athlete of the Year Sanya Richards-Ross.

Where she distinguishes herself from the trinity of Team USA female sprint stars is how she embraces what is a four-letter word to nearly every sprinter: distance. As part of her training, she competed for her high school cross country team. That’s 5,000 meters, or roughly 12.5 times longer than she prefers to race.

Eutsey cites Felix as her role model, yet it seems unlikely that the three-time world champion will join Eutsey over hill and dale anytime soon.
REFLECTIONS 2009: THE SEASON
TEAM USA RETURNS TO BERLIN

The 2009 IAAF World Championships in Berlin, Germany, was the perfect opportunity for USATF to honor and celebrate with the international community the legacy of one of the most iconic figures in all of sport, Jesse Owens. Berlin had not hosted a World Championships or Olympic Games since 1936, when Owens became a symbol of world peace and athletic excellence.

Throughout the 2009 outdoor season, USATF promoted Team USA's return to Berlin, honoring Owens in all its domestic television broadcasts and arranging an in-stadium showing of the Bud Greenspan film, “Jesse Owens Returns to Berlin”, at its national championships in June. At the World Championships, the U.S. team wore a special uniform featuring the initials of Owens, and USATF produced a line of 1936 replica gear worn by athletes and fans alike.

In the end, it was the emotional reunion of the families of Jesse Owens and Luz Long, Germany’s top long jumper in 1936, which made the season unforgettable. Long befriended Owens at the Games and selflessly provided advice that helped Owens win the gold medal as Long placed second. In 2009, USATF and the IAAF brought the granddaughters of both men, as well as Long’s son, together at the World Championships.

The families first met for a special event at the Berlin Museum of Sport, in front of a display honoring Owens. Two days later, they were joined by IAAF President Lamine Diack in presenting the medals for the men’s long jump at the 2009 World Championships. Sitting in the same VIP area where Adolf Hitler had watched the 1936 Olympics, Owens’ granddaughter, Marlene Dortch, and Long’s granddaughter, Julia-Vanessa Long, watched the competition. Dortch had the honor of presenting the men’s long jump gold, won by American Dwight Phillips, while Long gave the silver to Godfrey Khotso Mokoena of South Africa and Diack awarded the bronze to Australian Mitchell Watt.

The photograph of the awards ceremony was named the Peace and Sport Image of the Year in recognition that the image “bears testimony to the immense power of sport to be stronger than hatred and extremism.”
When the flame was extinguished above the Bird’s Nest 2008 Olympic Stadium in Beijing, American track & field athletes eagerly awaited the 2009 IAAF World Championships in Berlin. Although still the World’s #1 Track & Field Team, many left Beijing knowing their best performances were still locked within themselves. Some casual observers wondered if the Americans had lost their edge.

A return to the 1936 Olympic Stadium, and the 11th edition of the World Championships, showed that Team USA’s edge is once again rapier-like. To the knowledgeable fan, it came as no surprise that Team USA again won the medal tally at the 2009 World Championships, their 22 medals standing nine better than second-place Jamaica. Ten gold medals were a solid improvement over Beijing, and the team point total of 231 crushed Russia’s 154.

Some wins were expected: Allyson Felix winning her third world title in the 200m, Sanya Richards-Ross shedding the monkey off her back in the women’s 400m and Christian Cantwell taking the men’s shot put. Many, however, were not. Brittney Reese became the world’s best women’s long jumper, and Trey Hardee improved his personal best by a whopping 256 points to win the men’s decathlon. Chelsea Johnson’s silver in the women’s pole vault and Shannon Rowbury’s women’s 1500m bronze may have been the biggest surprises of the meet. Tyson Gay crushed the American record in the men’s 100m, and emerging star Jenny Barringer did the same in the women’s steeplechase.

Great performances aside, it was team depth across many event groups that casts a promising light on the next three years for Team USA. Never before had three American men, or three American women, qualified for the 1500m finals. Team USA had its first women’s javelin finalist since 1983, its first men’s 800m finalist since 1997, its highest women’s marathon finish since 1995, and its first women’s 1500m medal in 10 years. Team USA has set the stage for the 2011 World Championships and the 2012 Olympic Games, where the goal of winning 30 medals will be achieved.
The Visa Championship Series each year puts American athletes on national television and in domestic track meets, where they vie for the title of Visa Champion. Indoors, the Championship has traditionally been the province of sprinters, hurdlers and throwers, and 2009 continued that tradition. World indoor champion 60m hurdler Lolo Jones became the first back-to-back Visa Champion: her winning time of 7.84 seconds at the USA Indoor Championships was fast enough, by just .01 second, to win the title over Jenn Stuczynski’s American-record performance in the pole vault. Stuczynski’s vault of 4.83m/15-10 was good for 1,200 points using IAAF scoring tables, but Jones’ tallied 1,202.

Fellow hurdler Terrence Trammell won the second Visa Championship of his career with a meet-record run of 7.39 seconds in the men’s 60m hurdles at the USA Indoor Championships, a time just .01 off the American record and easily the best mark of the Visa Championship Series.

Hurdlers’ domination continued outdoors when Olympic gold medalist Dawn Harper won her first career national title in the women’s 100m hurdles in a wind-aided 12.36 seconds to win the women’s Visa Championship on the big oval. Capping off his stunning domestic campaign, Dwight Phillips became the first long jumper ever to win the Visa Championship, taking the men’s title thanks to his world-leading mark of 8.74 meters/28 feet 8.25 inches at the Nike Prefontaine Classic.

On the roads, winning three national titles during the year made Meb Keflezighi the easy winner of the men’s USA Running Circuit (USARC). On the strength of placing in the top three at five national-championship races, including a victory in the half-marathon, Magdalena Lewy-Boulet won the women’s USARC title. Elsewhere on the roads, American records were set by Dathan Ritzenhein for 20 km and Josh Cox for 50 km, and veterans Tim Seaman and Teresa Vaill won the USA Race Walk Grand Prix.
American athletes can dominate in nearly all event groups, but without a marquee sprinter, the public often looks askance. Happily for all involved, the 2009 outdoors season showed a return to form, and then some, for Tyson Gay. Having recovered from the pulled hamstring that cost him his Olympic dreams, Gay grappled with a groin injury throughout 2009. Ignoring the pain, he once tied the American record in the 100m and twice broke it — once at the USA Outdoor Championships and again in the final meet of the year in Shanghai, China, where he ran 9.69 seconds. Only Usain Bolt has run faster.

Also breaking American records outdoors were Jenny Barringer in the women’s steeplechase and Dathan Ritzenhein, who became the first American man to crack 13:00 in the 5000m. Four American records fell indoors: two in the pole vault by Stuczynski, and Shalane Flanagan and Galen Rupp in the men’s and women’s 5000m.

2009 also marked a renewed strength for women’s middle distances on the international scene. Led by Anna Willard-Pierce, Jenny Barringer and Shannon Rowbury, American female middle-distance runners were ranked best in the world by the international website All-Athletics.com. On the year, Willard-Pierce broke 2:00 in the 800m and 4:00 in the 1500m; she was joined in 2:00 barrier-breaking 800m runs by Maggie Vessey, Christin Wurth-Thomas and Hazel Clark. Also going under 4:00 in the 1500m were Barringer and Wurth-Thomas.

The stars of Olympics-Yet-To-Come were even more prolific in the record books. Twelve American junior records were broken outdoors, including a world junior record of 13.08 in the men’s 110m hurdles by North Carolina high schooler Wayne Davis. Barringer and Rupp also rewrote the collegiate record books in middle- and long-distances, competing in their final seasons for Colorado and Oregon, respectively.
STATE OF THE SPORT ★ 2009
One year ago in Reno, I gave a State of the Sport speech that laid out multiple goals. We stated plainly that we will win “30 CLEAN MEDALS IN LONDON.”

We are on our way. Led by Chief of Sport Performance Benita Fitzgerald Mosley, we have put into place many of the resources necessary to achieve that goal. As we develop more far-reaching development programs for technical events in the next 18 months, our progress toward that goal will become more obvious and measurable. But when you look at Berlin vs. Beijing in the technical events, we added two long jump medals and improved the color of our men’s shot put hardware. We had more athletes than at any time in the last decade at or near the top of IAAF performance lists in the field events. Our women’s middle-distance runners were ranked #1 in the world by the international statistical website All-Athletics.com. We placed six men in the top 10 of a World Marathon Major, the ING New York City Marathon, including winner Meb Keflezighi. Yet there is much, much more to be done.

One year ago, we said, “We will expeditiously adopt the recommendations of our Project 30 Task Force.”

Done. And constantly developing. In February, the Task Force released its report and recommendations for structuring a high-performance plan that will lead to 30 medals. Their recommendations included hiring a GM of High Performance, creating a transparent team staff-selection system, restructuring the composition of team staffs, shortening the Olympic Trials, terminating the national relay program, establishing a comprehensive 2012 team preparation program, targeting technical events for medal growth, creating a professional athlete designation, establishing a more stringent anti-doping reinstatement system, and promoting and fostering an athlete’s union.

As of today, all of those goals have been achieved or are in process, except for the athlete’s union recommendation.

One year ago, we said, “We must find the way to connect the disparate parts of the long-distance community and provide it with needed services... We can and should apply newer technologies such as live streaming of races in order to propagate interest and following.”

Done.

USATF in 2009 provided live streaming of five national championship road races. We also provided video streaming of the USA Outdoor Track & Field Championships. We look to at least match those numbers, and possibly increase them, in 2010, including the webcasting of three Youth events.

One year ago, we said, “We should create compelling reasons for more long distance runners to be members of USATF. Accordingly, we are challenging ourselves to grow our membership by 30 percent by the year 2012.”

We are on our way. Our 2009 membership levels were up 11 percent from 2008, and the number of member clubs increased 5 percent. In perhaps a telling anecdote, after video streaming our events, we received several emails from members saying that for the first time, they felt USATF was providing them with a valuable service. That’s right, we actually got emails from SATISFIED customers! We even gained a few first-time members from the effort.
One year ago, we said, “We will take this $16M business and grow it to a $30M business by the year 2012. We will forge new partnership alliances and negotiate higher prices for existing sponsorship arrangements.”

We are on our way. After nearly six years of a flat budget of approximately $15 million, we have submitted an annual budget for 2010 of $21 million. To increase our budget 40 percent in daunting economic times, we increased our revenue and changed our mindset from status-quo to “go, go, go.” Our business plan is designed to generate new and higher-value sponsorships. In doing so, management is making itself accountable to deliver on what we are promising.

One way we have already done this is by reaching a deal in mid-2009 that increases the value of Nike’s contribution to USATF by almost 50 percent. A good portion of those funds are earmarked specifically for the athlete, thanks to a pool of money known as the “Project 30 Fund”.

Of course, getting the money is just the first step. What we do with it is what determines our success or failure. The introduction of Challenge Grants is one of the most exciting parts of the budget for the upcoming year. We believe that these grants, which will go to projects that foster competitive excellence, will have a profound impact on the Youth, Masters, Race Walking, Long-Distance Running and Disabled disciplines of our sport and will revolutionize how programs are created and administered. Groups that may in the past have felt overlooked, or at least under-funded, will each have between $25,000 and $50,000 in grant money earmarked for them.

One year ago, we said, “We will do a far better job at getting our compelling stories out to the public through a variety of media platforms.”

Done, but by no means finished. Shortly after I was hired, I instructed our staff to get us on Facebook, MySpace, Twitter and any other social media that might expand our outreach, especially...
to young people. We are just a fraction of the way to where we want to be, but our Facebook presence has tripled this year alone, and we are increasingly communicating with fans and “friends” by posting non-USATF articles and fostering online discussion. Still ahead is a planned upgrade to our website, including better use of our vast video archives to create compelling online content. By now, we hope you have seen our re-designed and re-imagined Fast Forward, while Elite Athletes have a fresh new magazine as well.

One year ago, we said “We must be global in our outlook. This includes participation in more international competitions with full teams, hiring multicultural, multilingual executives, and becoming more active in our international federation.”

Done, and on our way. In 2009 we participated in smaller international competitions in the Caribbean, almost exclusively for the purpose of showing our goodwill as members of the NACAC region. We began talks with federations across the Atlantic to force team-based international dual, triangular or quadrangular meets.

One year ago, we said, “If we want to make a serious statement as a major sport, we need to establish a presence on both coasts of the country. We will relocate a cadre of marketing and communications professionals to New York in 2009 in order to be able to perform those functions more effectively.”

Done. Our New York office opened in October and is staffed regularly by Chief Public Affairs Officer Jill Geer. I will be spending one week per month in New York and am currently interviewing candidates for a full-time marketing sales position that will be based there.

One year ago, we said, “A large percentage of our elite athletes live or train in the Southern California area, and we will have a one- or two-person presence to service our athletes’ needs in the region by the end of next year.”

Done. Director of Coaching Terry Crawford, herself a coaching Hall of Famer, is based in California and is charged with overseeing USATF programs there, including the training center at Chula Vista.

One year ago, we said, “We will reach out to the coaches and their organization with a hand of friendship and solidarity.”

Done.

One year ago, we said we will “return to the Chula Vista training camp in a major, managing role.”

Done.

One year ago, I said, “We will look internally at our rules to eliminate those that are arbitrary, unenforceable or inconsistent with modern cultural norms.”

Done.

Nearly one year ago, I delivered a speech to Focus on the Future, a gathering of the dietary supplement and healthy food industries in Scottsdale, Ariz., the text of which I posted as a blog on the USATF Web site. In my remarks, I derided the Wild West-style
regulation of the supplement industry, which is to say there is no regulation, and asserted that the lack of oversight in the face of blatantly obvious contamination was hurting our athletes and the American public. For those remarks, I was rewarded in the desert with shouts, boos and people getting up and walking out. I’m pleased to report that on December 2, 2009, USATF joined the U.S. Anti-Doping Agency and many of this country’s most important sports organizations in launching an offensive to end the dangerous and unscrupulous practices of rogue manufacturers within the nutritional supplement industry. This new effort, called “Supplement Safety Now”, will work to eliminate the practice of selling dangerous products containing steroids and other drugs as “safe and legal” dietary supplements. Although that battle is just beginning, we have every confidence that our goals will be achieved.

We can now say the groundwork is all there to really move toward the loftiest goals we discussed in 2008. It is now our responsibility to make sure that three years from now, we can recall that #1 goal of 30 CLEAN MEDALS IN LONDON and give a one-word report card: DONE.
FINANCIALS  December 31, 2009 and 2008
USA TRACK & FIELD AUDITED FINANCIAL RESULTS

The enclosed audited financial statements reflect the financial position and results of USATF’s activities for 2008 and 2009. They provide a broad overview of revenue sources and spending across our organization’s programmatic objectives, from youth and grass roots efforts to elite athlete support and competitive opportunities. In 2009, USATF recorded revenues of $13.2 million and expenses of $14.4 million, resulting in a net loss of $1.2 million, as budgeted. Over the past decade, USATF has built our reserves to as much as $4 million, while maintaining our focus on organizational objectives and insuring funding and other resources are allocated consistent with our mission and core objectives.

The 2009 loss was budgeted through careful planning, as we recognized that the post-Olympic year is often the most difficult year in each quadrennium from a revenue perspective, yet in many ways the most important year to begin making the investment for success in the next Olympic Games. The year 2009 was a pivotal year for our organization as we developed a new comprehensive strategic plan, establishing aggressive goals for success in athlete development and performance; business development; and marketing and branding. We are excited about these goals and are confident that our investment in getting them off the ground in 2009 will pay dividends across the organization as we move toward 2012 and beyond.

The Board of Directors and management continue to work together to build our business for continued success and at the same time maintain an appropriate level of operating reserves to withstand business peaks and valleys. Our financial position today and continued focus on our strategic plan will provide us with a sound foundation to take USATF to the next level.

Kenneth M. Taylor, CPA
Treasurer
USA Track & Field Board of Directors

Gina Miller, CPA
Chief Financial Officer
USA Track & Field
132 E. Washington St. Suite 800
Indianapolis, IN 46204
REPORT OF INDEPENDENT AUDITORS

Board of Directors
USA Track & Field, Inc.
Indianapolis, Indiana

We have audited the accompanying statements of financial position of USA Track & Field, Inc. (USATF) as of December 31, 2009 and 2008, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of the USATF's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly in all material respects, the financial position of USA Track & Field, Inc. as of December 31, 2009 and 2008, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Crowe Horwath LLP
Indianapolis, Indiana
June 9, 2010

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,604,814</td>
<td>$3,410,040</td>
</tr>
<tr>
<td>Accounts receivable, net</td>
<td>1,774,603</td>
<td>2,079,833</td>
</tr>
<tr>
<td>Inventory</td>
<td>379,207</td>
<td>413,332</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>306,484</td>
<td>627,390</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>241,388</td>
<td>138,786</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$6,506,496</strong></td>
<td><strong>$6,689,381</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,653,533</td>
<td>$1,444,537</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>1,249,583</td>
<td>1,153,583</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>3,903,118</strong></td>
<td><strong>2,698,120</strong></td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td><strong>$2,603,378</strong></td>
<td><strong>$4,091,261</strong></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>2,868,521</td>
<td>4,056,152</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>34,657</td>
<td>34,639</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$3,903,378</strong></td>
<td><strong>$4,090,991</strong></td>
</tr>
</tbody>
</table>

See accompanying notes to financial statements.
USA Track & Field, Inc.
Statements of Activities • December 31, 2009 and 2008

UNRESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue and support:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorships, net</td>
<td>$ 6,816,144</td>
<td>$ 7,236,989</td>
</tr>
<tr>
<td>United States Olympic Committee grants</td>
<td>1,490,608</td>
<td>1,863,710</td>
</tr>
<tr>
<td>Events and athlete programs</td>
<td>1,073,655</td>
<td>4,108,804</td>
</tr>
<tr>
<td>Member-based programs</td>
<td>2,437,915</td>
<td>2,274,385</td>
</tr>
<tr>
<td>Merchandise sales</td>
<td>859,816</td>
<td>803,377</td>
</tr>
<tr>
<td>Other revenue</td>
<td>519,386</td>
<td>692,839</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>13,655</td>
<td>14,971</td>
</tr>
<tr>
<td>Total revenue and support</td>
<td>13,213,179</td>
<td>16,985,075</td>
</tr>
</tbody>
</table>

Expenses:

Program expenses
- Elite athlete competitions | 6,289,467 | 7,836,921 |
- Sport Performance | 2,115,434 | 2,293,309 |
- Grass roots programs | 942,026  | 653,853  |
- Member-based programs | 1,928,387 | 1,872,764 |
- Program support | 1,641,356  | 1,179,368  |
- Cost of goods sold | 538,809  | 472,253  |
| Total program expenses | 13,455,679 | 14,258,668 |
| Administration and governance | 945,151 | 1,371,420 |
| Total expenses | 14,400,830 | 15,630,088 |

Change in unrestricted net assets | (1,187,691) | 1,354,987 |

TEMPORARILY RESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>15,673</td>
<td>15,794</td>
</tr>
<tr>
<td>Interest income</td>
<td>-</td>
<td>165</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>(15,659)</td>
<td>(14,971)</td>
</tr>
<tr>
<td>Change in temporarily restricted net assets</td>
<td>18</td>
<td>988</td>
</tr>
</tbody>
</table>

Total change in net assets | (1,187,613) | 1,355,975 |

Net assets at beginning of year | 4,090,991 | 2,735,016 |

Net assets at end of year | $ 2,903,378 | $ 4,090,991 |

See accompanying notes to financial statements.
NOTE 1 - MISSION AND ORGANIZATION

USA Track & Field, Inc. (USATF) is the national governing body for track and field, long-distance running, race walking, and cross-country running. USATF is the United States' representative member of the International Association of Athletics Federations (IAAF), the world governing body for athletics, as well as a Group A member of the United States Olympic Committee (USOC).

Through its national membership of over 2,500 clubs, schools and other organizations interested in track and field, long-distance running, and race walking, USATF promotes programs of training and competition for all ages, protects the interests and eligibility of its nearly 100,000 registered athletes, and establishes and maintains the sports' rules of competition.

As a governing body, USATF may discipline individuals or organizations for violations of its rules. Individuals or organizations who are disciplined may seek administrative and civil remedies, including arbitration or litigation.

Revenue to support these programs is generated primarily by sponsorships, USOC grants, events, and memberships.

In 2009 and 2008, USATF received approximately 62% and 53% of total revenues from two sponsors and the USOC. Agreements with the sponsors include long-term contracts that extend into 2017.

NOTE 2 - SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation: Revenue and expenses are reported as an increase or decrease, respectively, in unrestricted net assets unless use of the related assets is limited by donor-imposed restrictions. Temporarily restricted net assets are assets whose use by USATF has been limited by donors to a specific time period or purpose. However, if a restriction is fulfilled in the same time period in which the contribution is received, the contribution is reported as unrestricted.

Income Tax Status: The Internal Revenue Service has ruled the USATF qualifies under Section 501(c) (3) of the Internal Revenue Code and is, therefore, not subject to income taxation under present income tax laws. USATF is subject to tax on the sale of merchandise which is considered unrelated to its tax-exempt purpose. Unrelated business income tax expense totaled $15,000 and $14,846 for 2009 and 2008.

NOTE 2 - SIGNIFICANT ACCOUNTING POLICIES (Continued)

Use of Estimates: The preparation of the financial statements in conformity with accounting principles generally accepted in the United States of America (GAAP) requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues, expenses, gains, losses and other changes in net assets during the reporting period. Actual results could differ from these estimates.

Revenue Recognition: Membership revenue is recognized ratably over the membership period. Television rights fees, gate receipts, and other event revenue, including sponsorships, are recognized upon completion of the event. National sponsorships are recognized ratably over the sponsorships period, and shown net of agency commissions of $420,013 and $411,072 for 2009 and 2008. USATF has entered into marketing agreements with sponsors and other business partners that extend until 2017. Association membership fees collected by USATF and passed through are not shown as revenues or expenses in USATF’s financial statements.

Contributions: Contributions, which include unconditional pledges, are recognized as revenue in the period received or pledged.

Deferred Revenue: Amounts received pursuant to sponsorship agreements or from memberships are recorded as deferred revenue and recognized in subsequent periods when the corresponding programs are conducted or expenses are incurred.

USOC Funds: The USOC provides funding to USATF for approved programs through either advances or reimbursements. Such revenue is recognized concurrently with the related expenses. Expenditures are recorded in the program-related accounts.

Value of In-Kind and Donated Services: Volunteers and sponsors donate their goods and services to USATF. Value in-kind includes team uniforms, merchandise for resale, office equipment and furniture, rent, legal services, and publication printing and mailing. In-kind revenue recognized in 2009 and 2008 of $1,690,448 and $1,303,436, represents an estimate of the goods and services provided. This amount is included under sponsorship revenue, United States Olympic Committee grants, member-based program revenue, and other revenue on the Statement of Activities. No revenue or expense is recognized when the value of the services provided cannot be objectively or reasonably estimated.

Functional Allocation of Expenses: The costs of supporting the various programs and other activities have been summarized on a functional basis in the statement of activities. Certain costs have been allocated among the program and administrative and governance categories based on the actual direct expenditures and cost allocations based upon estimates by management.
NOTE 2 - SIGNIFICANT ACCOUNTING POLICIES (Continued)

Cash Equivalents: USA Track & Field (USATF) considers all highly liquid investments with a maturity of three months or less to be cash equivalents. The first $250,000 of deposits per financial institution is insured by a government agency. USATF periodically has balances in excess of this limit.

Accounts Receivable: USATF’s accounts receivable balance consists of amounts billed or billable under contracts, sponsorship agreements, or for products or services provided. Interest is not charged on outstanding accounts receivable.

Allowance for Doubtful Accounts: The allowance for doubtful accounts receivable is determined by management based on USATF’s historical losses, specific payor circumstances, general economic conditions, and results of collection activities.

Property and Equipment: Property and equipment are recorded at cost at date of acquisition or fair value at date of acquisition in the case of in-kind gifts. Depreciation is provided using the straight-line method over the estimated useful lives of the related assets. Property and equipment balance as of December 31, 2009 and 2008, consisting primarily of furniture and equipment, is shown net of accumulated depreciation of $330,257 and $248,932.

Net Asset Classifications: The financial statements have been prepared in accordance with GAAP. GAAP requires, among other things, that the financial statements report the changes in and total of each of the net asset classes, based upon donor restrictions, as applicable. Net assets are to be classified as unrestricted, temporarily restricted, and permanently restricted.

The following classes of net assets are used to reflect donor intent:

Unrestricted Net Assets - The unrestricted net asset class includes general assets and liabilities of USATF. The unrestricted net assets may be used to support USATF’s purposes and operations.

Temporarily Restricted Net Assets - The temporarily restricted net asset class includes assets of USATF related to contributions and grants with explicit donor-imposed restrictions that have not been met as to specified purpose, or to later periods of time or after specified dates. Net assets temporarily restricted for the use of supporting specific USATF programs total $34,839 and $34,839 at December 31, 2009 and 2008. Temporarily restricted net assets released from restriction during the year ended December 31, 2009 and 2008 totaled $13,605 and $14,971.

Permanently Restricted Net Assets - The permanently restricted net asset class includes assets of USATF which the donor has stipulated be maintained in perpetuity. Donor-imposed restrictions limiting the use of the assets or its economic benefit neither expire with the passage of time nor can be removed by satisfying a specific purpose. USATF did not have any permanently restricted net assets at December 31, 2009 and 2008.

NOTE 2 - SIGNIFICANT ACCOUNTING POLICIES (Continued)

Subsequent Events: Management has performed an analysis of the activities and transactions subsequent to December 31, 2009, to determine the need for any adjustments or disclosures to the audited financial statements for the year ended December 31, 2009. Management has performed their analysis through June 9, 2010, the date the financial statements were available to be issued. Subsequent to December 31, 2009, a USATF marketing partner exercised an option to extend contract terms through 2017. The initial term ended in 2013.

Reclassifications: Certain 2008 amounts have been reclassified to conform to the 2009 presentation. The reclassifications had no effect on total net assets or the change in net assets.

Adoption of New Accounting Standards: During 2009, USATF adopted new accounting guidance related to accounting for uncertainty in income taxes. This guidance requires USATF to recognize a tax benefit only if it is more likely than not the tax position would be sustained in a tax examination, with a tax examination being presumed to occur. The amount recognized is the largest amount of tax benefit that is greater than 50% likely of being realized on examination. For tax positions not meeting the more-likely-than-not test, no tax benefit is recorded. USATF has examined this issue and has determined there are no material contingent tax liabilities or questionable tax positions.

USATF is no longer subject to examination by taxing authorities for years before 2006. USATF does not expect the total amount of unrecognized tax benefits to significantly change in the next 12 months. USATF recognizes interest and/or penalties related to income tax matters in income tax expense. USATF did not have any amounts accrued for interest and penalties at December 31, 2009.

NOTE 3 - ACCOUNTS RECEIVABLE, NET

Accounts receivable consist of the following at December 31, 2009 and 2008:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>USOC</td>
<td>$936,747</td>
<td>$1,295,978</td>
</tr>
<tr>
<td>Sponsors</td>
<td>473,612</td>
<td>395,941</td>
</tr>
<tr>
<td>USATF Foundation</td>
<td>101,836</td>
<td>96,683</td>
</tr>
<tr>
<td>Event organizers</td>
<td>353,737</td>
<td>25,085</td>
</tr>
<tr>
<td>Others</td>
<td>146,371</td>
<td>70,348</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,812,345</td>
<td>2,084,035</td>
</tr>
<tr>
<td>Allowance for doubtful accounts</td>
<td>(37,742)</td>
<td>(4,205)</td>
</tr>
<tr>
<td><strong>Net</strong></td>
<td>$1,774,603</td>
<td>$2,079,833</td>
</tr>
</tbody>
</table>


NOTE 4 - DEFERRED REVENUE

Deferred revenue consists of the following at December 31, 2009 and 2008:

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deferred sponsorship revenue</td>
<td>1,291,667</td>
<td>666,667</td>
</tr>
<tr>
<td>Rights fees for future events</td>
<td>165,000</td>
<td>107,500</td>
</tr>
<tr>
<td>Deferred membership revenue</td>
<td>345,426</td>
<td>291,741</td>
</tr>
<tr>
<td>Other deferred revenue</td>
<td>147,490</td>
<td>87,945</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,942,683</strong></td>
<td><strong>1,153,853</strong></td>
</tr>
</tbody>
</table>

NOTE 5 - OPERATING LEASES

In 2008, USATF entered into a five year operating lease for storage facilities expiring on September 15, 2010. In early 2008, USATF entered into operating leases for office and parking facilities expiring on December 31, 2020 and March 31, 2013, respectively. These leases have fluctuating rent payments. Approximate future minimum payments required under current operating leases with noncancelable lease terms in excess of one year are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$183,780</td>
</tr>
<tr>
<td>2011</td>
<td>162,540</td>
</tr>
<tr>
<td>2012</td>
<td>166,026</td>
</tr>
<tr>
<td>2013</td>
<td>145,493</td>
</tr>
<tr>
<td>2014</td>
<td>137,618</td>
</tr>
<tr>
<td>Thereafter</td>
<td>856,518</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,651,975</strong></td>
</tr>
</tbody>
</table>

Rent expense under the terms of these leases for the years ended December 31, 2009 and 2008 was $196,900 and $156,680, respectively.

NOTE 6 - RETIREMENT PLAN

In 2008 USATF had a defined-contribution retirement plan covering employees with at least six months of service. The plan allowed for employer-only contributions. USATF contributions to the plan were 13% of compensation, as defined by the plan, and vested ratably over a six-year period.

Effective January 1, 2009, USATF converted the plan to a 401(k) plan, allowing both employer and employee contributions. USATF matches 100% of employee contributions up to 5% of compensation, as defined by the plan. Matching contributions are 100% vested. In addition, for all employees with at least one year of service, USATF contributes an additional 10% of compensation in discretionary employer contributions, as defined by the plan. Discretionary contributions vest ratably over a six-year period.

Retirement plan expense for 2009 and 2008 was $294,754 and $239,298.

NOTE 7 - RELATED PARTIES

USA Track & Field Foundation, Inc.: The USA Track & Field Foundation, Inc. (the Foundation) was formed in 2002 to attract funding and support new and innovative track and field programs and expand involvement in the sport. The Foundation is classified under the Internal Revenue Service Code as a 501(c)(3) organization. The Foundation is governed by an independent Board of Directors and its net assets and financial results are not included in the USATF financial statements. While the Foundation Board of Directors is independent of USATF, two seats on the Foundation Board are reserved for the USATF CEO and Board President. In addition, USATF provides administrative support to the Foundation and the Foundation has provided grants directly to USATF for specific programs as detailed below.

Certain expenses of the Foundation are paid by USATF on behalf of the Foundation. All direct costs incurred by USATF on behalf of the Foundation are reimbursed by the Foundation. Total expenses paid on behalf of the Foundation during 2009 and 2008 were $255,812 and $218,315, of which $214,771 and $200,906 were reimbursed by the Foundation. Unreimbursed expenses are personnel and overhead costs of USATF staff support provided to the Foundation. During both 2009 and 2008, the Foundation provided $10,000 in grants to USATF designated for specific programs supporting youth development through competitive opportunities and youth anti-doping and healthy lifestyles education.

Professional Athletics Association: The Professional Athletics Association (PAA) was formed in 2005 to support the interests of professional track and field athletes. The PAA is classified under the Internal Revenue Service Code as a 501(c)(3) organization. The PAA is governed by an independent Board of Directors and its net assets and financial results are not included in USATF's financial statements. While the PAA Board of Directors is independent of USATF, the PAA Board is comprised of track and field athletes, a small number of which may simultaneously serve on the USATF Board of Directors.
NOTE 7 - RELATED PARTIES (Continued)

Through 2006, USATF collaborated with the PAA on certain athlete programs and provided financial support to the PAA. Total expenses incurred by USATF on PAA collaborative events were $8, in 2009 and $129,348 in 2008. In addition, USATF provided unreimbursed personnel and overhead support for a variety of the PAA’s programs through 2008.

NOTE 8 - LITIGATION

USATF is a defendant in certain lawsuits. Management intends to vigorously contest these cases and does not expect their outcome to have a material effect on USATF’s financial position. In addition, management believes its insurance policies are adequate. Accordingly, no provision for possible losses from unfavorable outcomes has been made in the accompanying financial statements.