As the most far-reaching, international and celebrated sport of the Olympic movement, track & field serves as the iconic and original sport of the Olympic Games. But what happens the other three years, that space between Olympics? Everything that fosters success.

The sport of track & field is a year-round, every year, every day, professional, developmental and masters sport. 2010 was the year in any Olympic cycle that is unfairly described for what it isn’t: A “non-championship” year, meaning no IAAF World Indoor Track & Field Championships, no 17 national records, one world record, one team medal at the World Cross Country Championships, 17 events at the World Junior Championships and dominated 10 of 30 events in the IAAF’s international Diamond League series.

In 2010, USA Track & Field continued expanding the programs that support and promote athletes, adding staff, sport science programs, medical assistance and training center stipends to a high-performance program that is the envy of the Olympic family. The federation expanded athlete services that include biomechanical analysis, movement analysis, nutrition and sport psychology and aggressively pursued and achieved significant increases in TV ratings, social media followers and USATF membership, which again exceeds 100,000.

It was all done, in the “non-championship year,” in the interest of doing what USATF pursues every day, every year: advancing the most dominant brand in international track & field: USA Track & Field

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 in the United States. Part of the Olympic family, the power of “The Rings” behind it, USATF also is a modern, professional sports organization whose goal 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 & 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

THE MISSION OF USA TRACK & FIELD IS TO FOSTER SUSTAINED COMPETITIVE EXCELLENCE, INTEREST, AND PARTICIPATION IN THE SPORTS OF TRACK & FIELD, LONG DISTANCE RUNNING AND RACE WALKING.
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.

USATF is the unifying force for the sport in the United States. President/Chair Stephanie Hightower, Interim CEO Mike McNees and the USATF Board of Directors collectively are charting a new course for the organization over the next quadrennium. Sponsorship success, TV ratings increases and participating growth all have been cornerstones of the last several years. In 2010, the USA Outdoor Track & Field Championships alone saw a 30 percent increase in Nielsen ratings, while followers of USATF social media have increased by a factor of more than 20 in the last two years. And our online community continues to grow. USATF looks to build upon that success and to aggressively expand it into new areas in 2011 and beyond.

USATF IS…

• The force behind Team USA, the World’s #1 Track & Field Team
• More than 100,000 members, from age 8 through 90+
• More than 2,700 clubs and 57 regional Associations nationwide
• The sanctioning body for more than 5,300 running, walking and track & field events annually
ALLYSON FELIX

She was the face of international track & field in 2010, and there is no doubt why. Allyson Felix is fast. She personifies class, gives back to her community, and carries herself with a humility that seems to craftily camouflage the ferocious competitive fire that drives her.

After all, it just doesn’t make sense than a 25-year-old, 5-foot-6, 125-pound wispy of a woman should be winning national titles ranging from the 100 meters to the 400 meters.

But she does.

The owner of a record three world titles in the 200m, Felix in 2010 added her first national crown in the 100m as well, and won a 4x400m relay gold medal at the World Indoor Championships. She kept busy by winning 400m and 200m races on the IAAF Diamond League circuit outdoors, posting major victories in the 200m in Paris, Stockholm, London and Brussels, and 400m wins in Eugene, London, Doha and Zurich. Her efforts paid off by making her the only double-event overall winner in the Diamond League standings and the winner of the Jesse Owens Award as USA Track & Field athlete of the year.
David Oliver is the world’s best 110-meter hurdler, the fastest American ever to run the event.

Somewhere along the line, he became known as “The King.”

Oliver may not descend from royalty, but his 2010 was nothing if not regal. Outdoors, he went undefeated in 15 races, tied the American record at the Nike Prefontaine Classic and then broke it 13 days later in Paris. He easily won the IAAF Diamond League title. He ran 12 of the 15 fastest times in

She found time to become the face of Nike Women’s editorial ad campaign and motivated thousands of women and girls to get active through her website (www.allysonfelix.com), Facebook page and Twitter feed (@allysonfelix).

Still wonder how she can win so often, at so many things? In her introductory video at allysonfelix.com, she reveals her secret: “There’s no better feeling than knowing you gave 100 percent. I am extremely competitive. It carries over to anything … I have to win.”

And win, she does.

Jesse Owens Award Winner

1936

David Oliver

DAVID OLIVER

france

AREVA

sport france

France
the world on the year outdoors, and he was the winner of USATF’s Jesse Owens Award as the top male track & field athlete of the year.

“Winning this award is one of the most outstanding accomplishments I have ever achieved,” Oliver said. “When I look at the past winners of this award, and now I can add myself to that great legacy, is something I don’t take for granted.”

His humble beginnings at Howard University, where he hoped to be a football player, meant he did enough athletically to pay for his education, which was really all he expected to get out of track. At that point, nobody had even dubbed him a dauphin, much less a king.

It has been as a professional where he has risen to his throne over the hurdles. Where once he couldn’t afford to run air conditioning in his Orlando apartment, he now rules the roost around the globe. His teammates from the U.S., Mexico, Canada and the Caribbean selected him as captain of the “Americas” team for the IAAF’s Continental Cup. Even in small Rieti, Italy, he exalted status is recognized. For example, at a city’s track meet in 2010, at least 25 teenagers showed up sporting “D.O. The King” T-shirts.

As he looks ahead to 2011 and 2012, it is clear that gold is on his mind. But for Oliver, 2010 was anything but an “in-between” year. It was a career-making year.
THE SEASON

Every day, every year, year-in, year-out. This is the commitment to excellence of USATF athletes and the organization itself. The “non-championship” year of 2010 provided a vivid illustration of the fact that American athletes never rest in their pursuit of excellence.

The year got off to a big start indoors, when Ashton Eaton of the University of Oregon broke the indoor heptathlon world record previously held by Dan O’Brien – the Dan O’Brien who went on to win Olympic gold and set the world record outdoors in the decathlon. Records and medal-winning performances were the theme throughout the early winter months, with eight American records falling. On the cross-country pitch, Team USA senior women’s squad won the team bronze medal in the 8-kilometer team competition at the IAAF World Cross Country Championships in Bydgoszcz, Poland. It was the first team medal in the women’s Bin-event since 2003.

Team USA’s professional athletes saved their best for the end of the indoor season, at the IAAF World Indoor Championships, held in March in the decidedly un-wintery Doha Qatar. Not only did Team USA dominate the medal table — winning 17 overall medals to nine for next-best Russia, and eight gold medals to Ethiopia’s three — but more American records were set in Doha than any single location on the year. Lolo Jones and Terrence Trammell set records in the hurdles, Hyleas Fountain did the same in the pentathlon, and the women’s 4x400m relay achieved the feat as well.

Outdoors, American records fell in practically all event groups — sprints, hurdles, distance and field events. Perhaps the most notable facet of the season, however, was Americans’ dominance of their events throughout the entire year. In the IAAF’s first edition of the Diamond League series, Americans won 10 of 30 events — including Allyson Felix’s double victories in the 200 and 400. David Oliver was undefeated and Tyson Gay defeated the “undefeatable” Usain Bolt. Carmelita Jeter became the second-fastest female 100m runner in history. Bernard Lagat did double-duty in the middle-distance record books, and new faces entered the record lexicon in Molly Huddle, Chris Solinsky, Chaunte Lowe and Kara Patterson. Success was the theme even at the highest altitude and over rough terrain, as Team USA’s men’s squad won the team silver medal at the World Mountain Running Championships in Kamnik, Slovenia.

Some might call 2010 a warm-up for 2011 and 2012. Others might rightly point out that it was an amazing year, all on its own.

<table>
<thead>
<tr>
<th>ATHLETE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>Tyson Gay</td>
<td>Men’s 100m</td>
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<td>Wallace Spearmon</td>
<td>Men’s 200m</td>
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<td>Jeremy Wariner</td>
<td>Men’s 400m</td>
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<td>David Oliver</td>
<td>Men’s 110m hurdles</td>
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<td>Bennet Jackson</td>
<td>Men’s 400m hurdles</td>
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<td>Dwight Phillips</td>
<td>Men’s Long Jump</td>
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<tr>
<td>Carmelita Jeter</td>
<td>Women’s 100m</td>
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<tr>
<td>Allyson Felix</td>
<td>Women’s 200m</td>
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<tr>
<td>Allyson Felix</td>
<td>Women’s 400m</td>
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<tr>
<td>Brittney Reese</td>
<td>Women’s Long Jump</td>
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INDOOR

WORLD

M 6000 6:499 Ashton Eaton (USA) Fayetteville, AR 13Mar

AMERICAN

M 5000 18:08.70 Sharae Cox (Nike) State College, PA 30Jan

M 5000 13:11.50 Bernard Lagat (Nike) Boston, MA 08Feb

W 400 7:32 Lolo Jones (Nike) Doha, QAT 13Mar

M 600 50.34 Francine McCorory (Hampton)

MHr (v) 4:755 Hymane Fountaine (Nike) Doha, QAT 13Mar

M 60H (v) 7:36 Temeca Stroddle (Trackstar)

W 4x400 3:27.34 USA National Team (Dunn, Trotter, Hastings, Felix)

OUTDOOR

AMERICAN

M 10,000 26:59.60 Chris Solinsky (Nike) Stanford, CA 01May

W HJ 2.04m /6-8.25 Chaunte Lowe (Nike) Cottbus, GER 30May

M 5000 12:54.12 Bernard Lagat (Nike) Oslo, NOR 04Jun

W JT 66.67m /218-8 Kara Patterson (Asics) Des Moines, IA 25Jun

M 110 H (=) 12.90 David Oliver (Nike) Eugene, OR 03Jul

M 3000 SC 8:04.88 Shelby Greany (Providence) Eugene, OR 09Jun

W 3000 SC 8:00.88 Shelby Greany (Providence) Eugene, OR 12Jun

M JT 77.84/255-4 Sam Crouser (Oregon) Eugene, OR 12Jun

M 5KW 20:06.0 Trevor Barron (Pennsylvania HS) San Diego, CA 13Jun

W HT 80.79/285-10 Conor McCulloch (Princeton) Des Moines, IA 25Jul

M 20KW 1:23:49.39 Trevor Barron (Pennsylvania HS) Tuscaloosa, AL 4Aug

RECORDS SET IN 2010

AMERICAN JUNIOR

M 20K 1:31:51 Trevor Barron (Pennsylvania HS) Surprise, AZ 01Feb

M 10K 43:05 Trevor Barron (Pennsylvania HS) Ronkonkoma, NY 11Apr

W HJ 2.05m /6-8.75 Shelby Greany (Providence) Eugene, OR 12Jun

M 77.84/255-4 Sam Crouser (Oregon) Eugene, OR 12Jun

M 5KW 20:06.0 Trevor Barron (Pennsylvania HS) San Diego, CA 13Jun

M 10K 80.79/285-10 Conor McCulloch (Princeton) Des Moines, IA 25Jul

W 3000 SC 8:00.88 Shelby Greany (Providence) Eugene, OR 12Jun

M 5KW 20:06.0 Trevor Barron (Pennsylvania HS) San Diego, CA 13Jun

M 10K 41:50.29 Trevor Barron (Pennsylvania HS) Montclair, CAN 23Jul

M 10K 49:50.29 Trevor Barron (Pennsylvania HS) Montclair, CAN 23Jul

M 20K 1:23:49.39 Trevor Barron (Pennsylvania HS) Tuscaloosa, AL 4Aug

Shelby Greany

Conor McCulloch

Kara Patterson

Bernard Lagat
Trevor Barron wasn’t going to let something as trivial as brain surgery stop him. But peer pressure almost did.

Luckily for USATF and the sport of race walking, Barron stayed with his passion and is poised to be the athlete who can again put the United States on the map in the race walk.

Epileptic seizures he suffered since age 8 eventually led to Barron undergoing two brain surgeries in 2006, when he was 13. As soon as he recovered from the surgeries, he was out walking. But relentless taunting by passers-by as he trained on the roads around Bethel Park, Pa., led him to give up walking for several months when he was 16.

Yet he soon returned to what he loved, and what he was good at.

Since his return from the teenage wasteland of jibs, jabs and sneers, no race walker of any age has accomplished more than this now-18-year-old. In 2010 Barron set five American junior records— for 20 km (which he broke by almost 6 full minutes), 10 km, 5 km, 10 km (again) and 20 km (again).

For his final record, at 20 km, Barron covered 20 km in a blistering 1:23:49.39, the fastest time by an American of any age since 2007. His performance was the second-fastest in the world in 2010, improved his record set earlier in the year by more than 8 minutes, was only 9 seconds off the American record and was 10 seconds under the Olympic qualifying standard.

Barron understands that race walking lacks the popular glamour of the 100 or the 1,500. And he’s “down” with that.

“One of the reasons I get a rise during my training walks,” said the self-deprecating Barron when he accepted USATF’s Youth Athlete of the Year Award, “is I’m surprised that a U.S. race walker could win an award by popular vote.”

His voters would include:

• World record in the 16-pound weight throw of 18.10 m/59-4.75. (Previous record 15.96 m/52-4, 2007)
• American record in the Ultra-Weight Pentathlon – 5,872 points. (Previous listed record 4,075, 2009)

Millions of Americans take part in masters long-distance running and track & field. A celebration of fitness and healthy living at any age, masters competition features men and women over the age of 35 and 40, setting new standards for what is possible as Americans age.

Onethwaite “Neni” Lewis has been setting new standards for decades.

The 2010 USATF Masters Track & Field Athlete of the Year, Lewis has made masters record-setting an annual event. After turning 50 in June, 2010, she wasted little time in putting her stamp on the record books again.

Lewis, a resident of Oakland Gardens, N.Y. and a former Millrose Games champion, set a world masters record in the W50 age group at the USA Masters Outdoor Championships in Sacramento, Calif.

Already the owner of the world hammer throw records in the W40 and W45 age groups, Lewis broke her own American record for the W50 hammer, and three of those throws sailed further than the listed world record of 51.73m/169-8 set in 2002. Lewis saved her best for last in posting the W50 record of 55.46m/181-11 on her final attempt.

Other record-setting performances in 2010 by Lewis include:

• World record in the 16-pound weight throw of 55.46 m/181-11. (Previous record 53.46 m/175-11, 2007)

NENI LEWIS

Hammer Queen — NENI LEWIS

Masters Athlete of the Year

WALKING TO GREATNESS – TREvor BARRON

Youth Athlete of the Year
In the summer of 2010, up-and-coming hurdle star Dexter Faulk had sore legs. He kept running on them. While attending a USATF Sport Performance Workshop in Texas, motion analysis revealed biomechanical problems. Sports medicine experts identified structural weaknesses and suspected stress fractures. USATF partner St. Vincent Sports Performance flew him to Indianapolis for free evaluation, where multiple stress fractures in both legs were diagnosed. He immediately stopped running, and in doing so, prevented what could have become a catastrophic, career-ending break in his legs. The system — a new system — worked.

In 2010, USA Track & Field expanded its High Performance Department staffing and revamped its programs in an effort to better serve athletes, coaches and support staff. Among those changes was the institution of a comprehensive sports science program, under the supervision of Associate Director of Sports Science Dr. Robert Chapman, who came to USATF in May 2010. USATF immediately implemented the hallmark of its athlete performance programs, Sport Performance Workshops.

The July 2010 Sport Performance Workshop in Atlanta illustrated the breadth of services provided at the Workshops as well as the level of athletes involved. Olympic gold medalists Angelo Taylor and Dee Dee Trotter and American record holder Terrence Trammell were joined by experienced sprinters and also developing athletes like sprinter Travis Padgett — and their coaches — in spending two days engaged with some of the world’s top experts in human performance. At all Sport Performance Workshops, athletes undergo biomechanical analysis, functional movement screenings, nutritional counseling and sport psychology.

"Working with Ralph really helped me out a lot," said Taylor, a two-time Olympic gold medalist in the 400m hurdles. "My sprinting is fine, but I found out a few things I need to work on with my hurdling. With the motion analysis, I learned some things that will help me to run fast and prolong my career. It’s definitely new to me. With the things I learned, I hope I can take it and apply it to get a world record and win a world title.”

The athletes in Atlanta had biomechanical analyses performed by Dr. Ralph Mann, considered the world’s pre-eminent sprints and hurdles biomechanist. Athletes performed starts and sprints that were captured on digitized video and immediately played back for athletes and coaches to analyze and compare to the “ideal” model. Technology overlaid the sprinter with “ideal” running form, so coach and athlete can make biomechanical changes to improve performance.

"This project, as a way to bring in sports science and have them interact with athletes in real time with the support of their coaches, is an intriguing concept,” said coach Lorne Seagren, a world-class coach for three decades, whose athletes took part in the Atlanta workshop. “They took some of my athletes who were already pretty good, and made some big changes. Dr. Ralph Mann has been collecting data and developing a model for performance optimization that can really improve athlete performance. He has developed some new concepts and new ways of doing things, moving athletes from the basic technical model to the advanced technical model. We are really reaping the results.”

Functional movement screenings (FMS) were provided by St. Vincent’s team. The screenings are a ranking and grading system that documents movement patterns that are key to normal athletic function. FMS includes a simple set of seven movements and measures that correspond with injury incidence, imbalances, asymmetries, and physical limitations.

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More, More, More

Also as part of better serving athletes, the USATF High Performance Department has expanded its online offerings, providing everything from video motion analysis to nutritional information, hydration strategies and jet lag reduction strategies. A comprehensive list of programs and links can be found at http://www.usatf.org/group/HighPerformance/AthleteDevelopment/

For more information on all USATF High Performance Program, visit http://www.usatfhighperformance.org
USA TRACK & FIELD AUDITED FINANCIAL RESULTS

The enclosed audited financial statements reflect the financial position and results of USATF’s activities for 2009 and 2010. These results summarize USATF’s wide range of activities including youth, elite and masters competitions; athlete support and development; membership benefits and sanctions; and merchandising. USATF recorded revenues of $19.4 million and expenses of $18.9 million, resulting in net income of $517,878 for the year ended December 31, 2010, and unrestricted net assets of $3.4 million as of December 31, 2010.

USATF enjoyed growth in all revenue categories in 2010, increasing overall revenue from $13.2 million to a historical high of $19.4 million, thanks to the strong support of our key sponsors and the USOC. Growth in memberships to more than 100,000 members, continued growth in our event sanctioning program, and record merchandise sales all contributed to a strong 2010.

As we fast approach the 2011 IAAF World Championships and the 2012 Olympic Games in London, 2010 marked an important year for implementation of those strategic objectives outlined in USATF’s strategic plan, including a wide variety of new athlete development programs, particularly in sport science and medicine, and domestic and international competitive opportunities. As we move into 2011 and 2012 our focus is clearly on medals in Daegu and London, nurturing new revenue sources to capitalize on the full value of our organizational assets, and growing our domestic elite competitions, the Visa Championship Series.

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FINANCIALS December 31, 2010 and 2009
NOTE 1 - MISSION AND ORGANIZATION
USA Track & Field, Inc. (USATF) is the national governing body for track and field, long distance running, two-way, cross-country running, USA Cross Country, the United States Olympic Committee (USOC), and the United States Ski and Snowboard Association (USSA). Through its national membership of over 2,000 clubs, schools, and other organizations and of representatives of its members, USA Track & Field is committed to the welfare of all athletes, students, and coaches who participate in track and field, long distance running, two-way, cross-country running, and USA Cross Country. USA Track & Field's mission statement is "to develop and promote, for the benefit of all, the sport of track & field, long distance running, two-way, and cross-country running." USA Track & Field's core values include dedication, integrity, respect, diversity, and excellence.

USA Track & Field is headquartered in Indianapolis, Indiana, USA.

NOTE 2 - SIGNIFICANT ACCOUNTING POLICIES (Continued)

The following significant accounting policies are in place for USA Track & Field

(Continued)

(Continued)

(Continued)