



**2014-2015
ANNUAL
REPORT**
Sept. 1, 2014 - Aug. 31, 2015



THEMAT.COM

2015

AT A GLANCE

11

WORLD CHAMPIONSHIP MEDALS



226,000+

TOTAL USA WRESTLING MEMBERS



46%

AVG. INCREASE IN SOCIAL
MEDIA FOLLOWERS

\$1.83M

IN DONOR SUPPORT

194,529

USAW MEMBER
ATHLETES

4,445

USAW SANCTIONED
WRESTLING CLUBS

MESSAGE FROM USAW PRESIDENT

USA Wrestling takes pride in its leadership in helping set the direction for international wrestling and raising the bar for our sport. We came off a year of tremendous challenge, leading the fight to retain wrestling's place in future Olympic Games. During this crisis in 2013, USA Wrestling, with a wide range of impressive leaders supported by the entire national wrestling community, helped change our sport forever. America helped facilitate the changes in governance for our international federation United World Wrestling, and America brought about a commitment to better promote our sport while improving the presentation at our major international events.



**James
Ravannack,
President**

This past year, USA Wrestling has continued to work hard to continue the progress. In the hosting of the 2014 and 2015 Freestyle World Cup, working with host Andy Barth and his local committee, USA Wrestling was able to work with UWW to improve the way wrestling was presented to the world. We had the opportunity to make wrestling better by hosting the 2015 World Championships in Las Vegas, the 2016 U.S. Olympic Team Trials in Iowa and the 2016 World Cup again in Los Angeles. Let's continue to work for positive change in wrestling.

MESSAGE FROM EXECUTIVE DIRECTOR

One of the best ways to build and grow our sport is to find effective partnerships that make the sport better. We have been able to work with NBC and Universal Sports Network to provide the most national television coverage of wrestling in history. We have also partnered with Flowrestling to expand the number of events in which we provide live stream coverage of our events. We are also working with the U.S. Olympic Committee, United World Wrestling, the National Wrestling Hall of Fame, the National Wrestling Coaches Association, the U.S. Wrestling Foundation, TrackWrestling and other partners on new ways to build our sport. Our vision is to provide more and better service and programs for our members.



**Rich Bender,
Executive
Director**

ORGANIZATION MILESTONES:

- ★ Influenced international governance (UWW)
- ★ Influenced international scoring
- ★ Lead role, major event presentation changes
 - 2015 World Cup, Los Angeles, CA
- ★ Lead role, USOC *Safe Sports*
- ★ Awarded 2015 World Championships
- ★ First integrated on-air, live stream broadcast platform
- ★ Improved IF (UWW) relations
- ★ NGB best practices leader, USAW Executive Director, head of NGB Council

USA WRESTLING'S MISSION, VISION & VALUES

USA Wrestling is the National Governing Body for the Sport of Wrestling in the United States and, as such, is its representative to the United States Olympic Committee. Simply, USA Wrestling is the central organization that coordinates amateur wrestling programs in the nation and works to create interest and participation in these programs.

USA Wrestling has more than 226,000 members. These members include athletes of all ages, coaches, officials, parents and fans striving together to strengthen the sport. Each year, USA Wrestling charters over 4,400 wrestling clubs and sanctions over 2,100 local, state, regional and national competitions.

Mission: USA Wrestling, guided by the Olympic Spirit, provides quality opportunities for its members to achieve their full human and athletic potential.

Vision: USA Wrestling will strive to be the worlds best sports organization.

Values:



Responsibility: Fulfilling all functions, tasks, duties and assignments with trust and credibility on behalf of USA Wrestling by honoring promises and pledges.



Integrity: Being true to self and the mission of USA Wrestling, while discerning right from wrong and acting on it.



Dedication: Dedication to carrying out the mission and goals of USA Wrestling with the highest degree of sacrifice and discipline.



Honesty: Being truthful and upright with people and issues in furthering the mission of USA Wrestling.

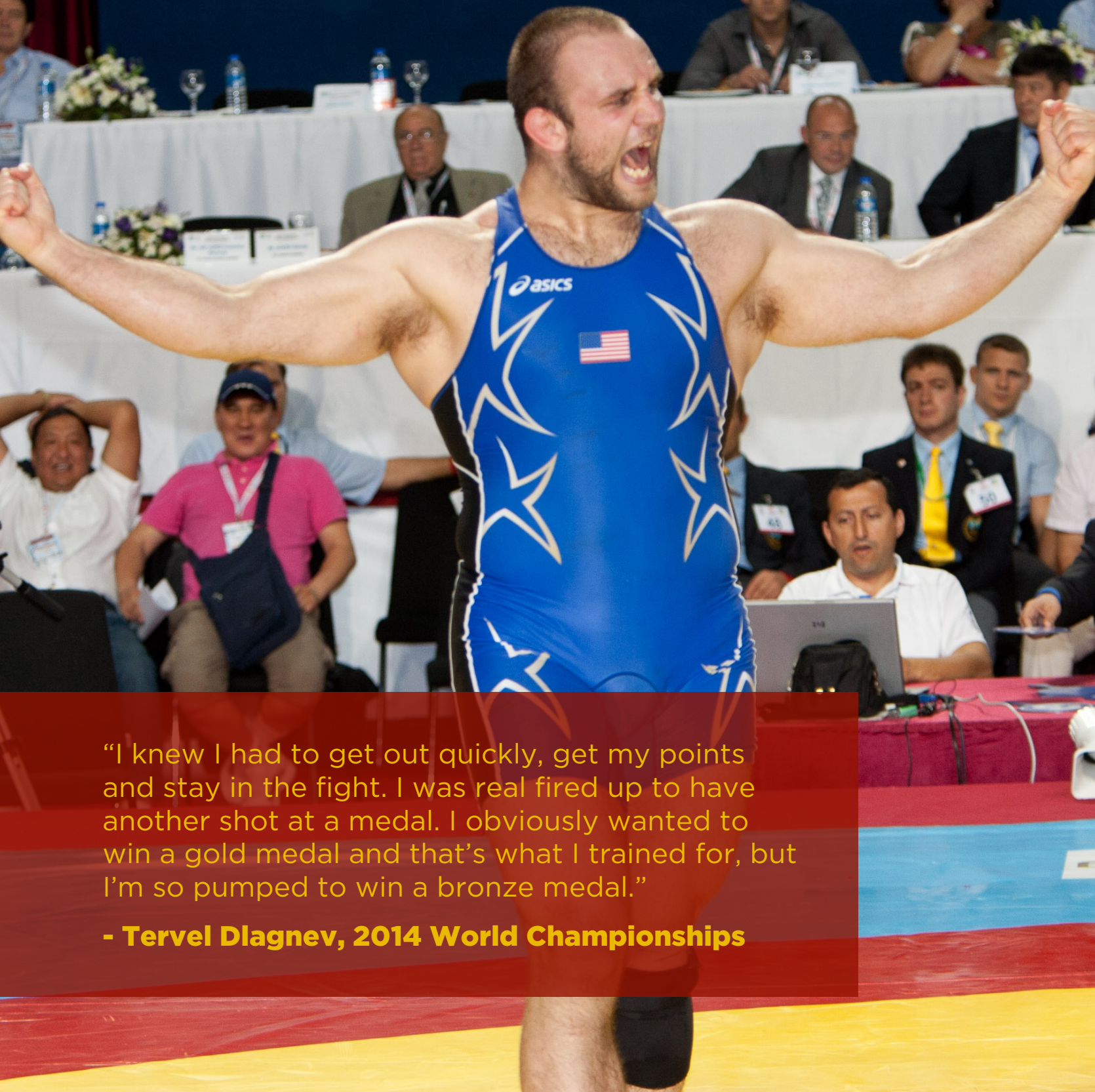


Accountability: Providing answers and reasons to others for actions and behaviors intended to support the mission of USA Wrestling.



Respect: Recognizing the absolute dignity in every human being, with a sense of compassion, caring and concern for the well-being of other people.

U.S. MEN'S FREESTYLE TEAM



“I knew I had to get out quickly, get my points and stay in the fight. I was real fired up to have another shot at a medal. I obviously wanted to win a gold medal and that’s what I trained for, but I’m so pumped to win a bronze medal.”

- Tervel Dlagnev, 2014 World Championships

2014 WORLD TEAM MEMBERS:

Tony Ramos	57 KG/125 LBS
Jimmy Kennedy	61 KG/134 LBS
Brent Metcalf	65 KG/143 LBS
Nick Marable	70 KG/154 LBS
Jordan Burroughs	74 KG/163 LBS
Ed Ruth	86 KG/189 LBS
Jake Varner	97 KG/213 LBS
Tervel Dlagnev	125 KG/275 LBS

2014 JOHN SMITH AWARD WINNER (MEN'S FREESTYLE WRESTLER OF THE YEAR)

Tervel Dlagnev
Columbus, OH
Sunkist Kids



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**MEN'S SENIOR
WORLD BRONZE
MEDALISTS**



4

**MEN'S JUNIOR
WORLD MEDALISTS
(1 GOLD, 3 BRONZE)**



2014-2015 U.S. MEN'S FREESTYLE HIGHLIGHTS

At the 2014 World Championships, the U.S. men's freestyle team had two bronze medalists, Tervel Dlagnev (125 kg) and Jordan Burroughs (74 kg). Other top 10 finishers included Nick Marable (8th at 70 kg) and Jimmy Kennedy (10th at 61 kg). The USA tied for ninth in the standings with Ukraine. Burroughs had won every World and Olympic title since 2011, but injured his knee in an early round. The fact that he managed to medal on one leg was a remarkable feat. This was the first World Championships after the return of Bruce Burnett as National Coach, who has a proven track record of peaking athletes for World and Olympic competitions.

The 2015 age-group performances in men's freestyle were impressive with four World champions and nine medalists. At the Junior Worlds, Spencer Lee won gold at 50 kg, a year after winning a Cadet World gold. At the Cadet Worlds, three Americans won gold medals, Yianni Diakomihalis (58 kg), Jarod Verkleeren (63 kg) and Gable Steveson (100 kg). The men's freestyle pipeline is healthy with many talents.

2014-2015 World Championships/Pan American Games

2014 Men's Senior Freestyle

Jordan Burroughs, 74 kg, 3rd

Tervel Dlagnev, 125 kg, 3rd

2015 Men's Junior Freestyle

Spencer Lee, 50 kg, 1st

Stevan Micic, 55 kg, 3rd

Aaron Pico, 66 kg, 3rd

Nathan Butler, 120 kg, 3rd

2015 Men's Cadet Freestyle

Yianni Diakomihalis, 58 kg, 1st

Jarod Verkleeren, 63 kg, 1st

Gable Steveson, 100 kg, 1st

Daton Fix, 54 kg, 3rd

Owen Webster, 85 kg, 3rd

2015 Pan American Games

Zach Rey, 125 kg, 1st

Brent Metcalf, 65 kg, 1st

Jordan Burroughs, 74 kg, 1st

Kyle Snyder, 97 kg, 1st

Angel Escobedo, 57 kg, 2nd

Jake Herbert, 86 kg, 2nd



U.S. WOMEN'S FREESTYLE TEAM



“I definitely earned the World championship this year. I’m the best girl in the World and that’s an amazing feeling.”

- Adeline Gray, 2014 World Championships

2014 WORLD TEAM MEMBERS:

Alyssa Lampe	48 KG/105.5 LBS
Whitney Conder	53 KG/116.5 LBS
Helen Maroulis	55 KG/121 LBS
Alli Ragan	58 KG/128 LBS
Jenna Burkert	60 KG/132 LBS
Elena Pirozhkova	63 KG/138.75 LBS
Randi Miller	69 KG/152 LBS
Adeline Gray	75 KG/165 LBS

2014 WOMEN'S FREESTYLE WRESTLER OF THE YEAR

Adeline Gray
Colorado Springs, CO
New York AC



WOMEN'S SENIOR WORLD MEDALISTS (1 GOLD, 1 SILVER, 1 BRONZE)



WOMEN'S JUNIOR WORLD BRONZE MEDALIST



2014-2015 U.S. WOMEN'S FREESTYLE HIGHLIGHTS

The United States has been a top nation in women's wrestling for the past three Olympic cycles. This continued at the 2014 World Championships, with three strong medal performances. Adeline Gray won her second career World gold medal with her victory at 75 kg. Two other past World medalists added to their medal haul, Elena Pirozhkova with a silver at 63 kg and Helen Maroulis with a 55 kg bronze. Also in the top 10 were Alyssa Lampe (5th at 48 kg), Alli Ragan (5th at 58 kg) and Whitney Conder (9th at 53 kg). National Women's Coach Terry Steiner's team brought home a third place trophy from the Worlds, always a great achievement.

In 2015, the Cadet World Team boasted four medalists, led by World champion Ronna Heaton at 49 kg. Other Cadet World medals went to Alleida Martinez (silver at 46 kg), Kayla Marano (bronze at 65 kg) and Alexis Bleau (bronze at 70 kg). The USA was third in the team standings at Cadet Worlds. At the Junior Worlds, Becka Leathers came home with a bronze medal at 55 kg, the only medal in a sixth-place team finish. The women's program is maturing and are now focusing on developing future stars.

2014-2015 World Championships/Pan American Games

2014 Women's Senior Freestyle

Adeline Gray, 75 kg, 1 st
Elena Pirozhkova, 63 kg, 2 nd
Helen Maroulis, 55 kg, 3 rd

2015 Women's Junior Freestyle

Becka Leathers, 55 kg, 3 rd
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2015 Women's Cadet Freestyle

Ronna Heaton, 49 kg, 1 st
Alleida Martinez, 46 kg, 2 nd
Kayla Marano, 65 kg, 3 rd
Alexis Bleau, 70 kg, 3 rd

2015 Pan American Games

Whitney Conder, 53 kg, 1 st
Adeline Gray, 75 kg, 1 st
Alyssa Lampe, 48 kg, 2 nd
Erin Clodgo, 63 kg, 2 nd





U.S. GRECO- ROMAN TEAM

“This is the moment you train for. What better time than now to knock off the Russian and go win a medal. I hope this gives the rest of the team a boost.”

- Andy Bisek, 2014 World Championships

2014 WORLD TEAM MEMBERS:

Spenser Mango	59 KG/130 LBS
Bryce Saddoris	66 KG/145.5 LBS
Justin Lester	71 KG/156 LBS
Andy Bisek	75 KG/165 LBS
Joe Rau	80 KG/176 LBS
Jordan Holm	85 KG/187 LBS
Caylor Williams	98 KG/216 LBS
Robby Smith	130 KG/286 LBS

2014 GRECO-ROMAN WRESTLER OF THE YEAR

Andy Bisek

Colorado Springs, CO
Minnesota Storm



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**GRECO-ROMAN
WORLD BRONZE
MEDALIST**



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**GRECO-ROMAN
PAN AMERICAN
MEDALISTS (2 GOLD,
1 SILVER, 2 BRONZE)**



2014-2015 GRECO-ROMAN HIGHLIGHTS

The 2014 World Championships was the first year under new National Greco-Roman Coach Matt Lindland who was hired in May 2014. A World and Olympic Silver medalist, he was part of the first group who came through the OTC Greco-Roman resident program in the late 1990's. For the first time since 2009, the United States won a medal in Greco-Roman at the Worlds when Andy Bisek claimed a 75 kg bronze medal. He beat the reigning Olympic and World champion from Russia during a strong effort. Another wrestler in the top 10 was veteran Spenser Mango, fifth at 59 kg.

The USA did not win a medal at either the Cadet or Junior World Championships in 2015. In addition to Senior success, Lindland is focused on recruitment and training of recent top-level NCAA talent in Greco-Roman and talent identification and relationship building within the Cadet and Junior age groups. Progress in those areas is already being seen, and team morale at all levels is very high.



2014-2015 World Championships/Pan American Games

2014 Men's Senior Greco-Roman

Andrew Bisek, 75 kg, 3rd

2015 Pan American Games

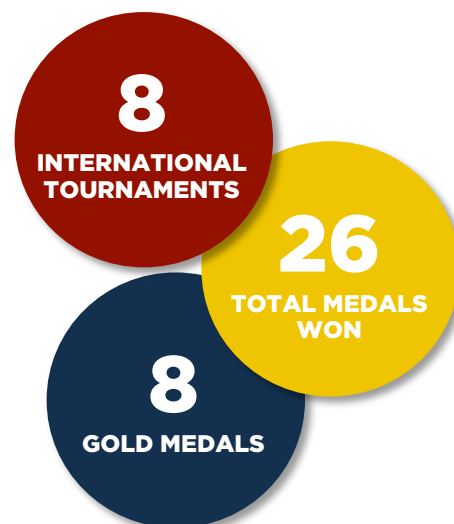
Andrew Bisek, 75 kg, 1st

Jon Anderson, 85 kg, 1st

Bryce Saddoris, 66 kg, 2nd

Spenser Mango, 59 kg, 3rd

Robby Smith, 130 kg, 3rd



STATE SERVICES

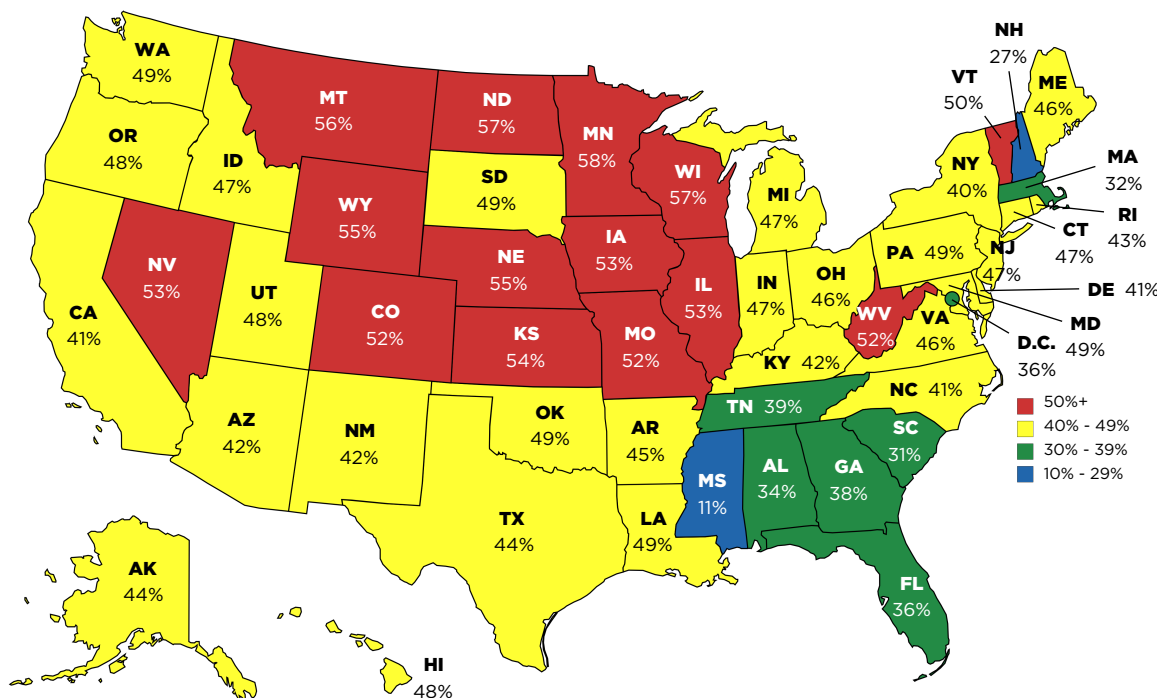
For the 2014-2015 annual year, the Department of State Services has set a record for the number of member athletes and coaches with USA Wrestling. The total number of 226,453 members includes USA Wrestling athletes, coaches and officials which tops last year's previous record number of 225,265.



MEMBERSHIP COMPARISON

CATEGORY	2015	2014	2013	2012
Athletes	100,321	103,137	121,592	150,089
Tiered Full Members	30,944	31,389	22,901	5,716
Tiered Limited Folkstyle	35,829	33,153	18,708	3,507
Tiered High Performances	433	437	423	92
HS Team Members	23,468	22,989	7,726	6,854
Open License	3,534	3,364	3,540	0
TOTAL ATHLETES	194,529	194,469	174,890	166,258
Coaches	29,464	28,255	26,218	24,020
Clubs	4,445	4,464	4,153	4,070
Sanctions	2,147	2,143	2,103	2,023
Officials	2,460	2,541	2,586	2,663
TOTAL MEMBERSHIP	226,453	225,265	203,694	192,941

ATHLETE MEMBERSHIP RENEWAL RATE BY STATE (2013-2014 to 2014-2015)



TOP TEN STATES BY NUMBER OF USAW ATHLETES	
1. California	21,236
2. Illinois	14,428
3. Wisconsin	10,213
4. Kansas	9,298
5. New York	8,478
6. Indiana	7,916
7. Oregon	7,190
8. Missouri	7,048
9. Washington	6,382
10. Pennsylvania	6,095

SPONSORSHIP

The Partnership Marketing Department always has an eye to new market trends while assisting USAW corporate partners in reaching their target audiences.

USA Wrestling Key Sponsor Activations:

Liberty Mutual: Ran innovative video based programs targeting coaches and wrestling parents.

Maximized Living: Supported athletes across the country with leadership and top doctors that will join USAW at the 2016 Olympics in Brazil. Pilot program instituted at the 2012 London Olympic Games.

Asics: National Teams shoe and apparel provider with integrated sales ties to USAW merchandise.

MusclePharm: Nutritional Supplement provider to all National Teams; Title Sponsor of the 2014-2015 World Cup.

All-American Wrestling Supply: Official Licensee of USAW Merchandise, 4th highest annual sales.

Tanita: Official scales for all major National events including 2014-2015 World Cup.

Dollamur: Official mats for all major National events including 2014-2015 World Cup.

Cliff Keen: Key supporting advertiser and marketing partner for USAW.

Flips: Official headphone provider for USAW.

Qubiteq: Engaging new technologies to members and spectators, including tracking data.

OFFICIAL PARTNERS



NEW PROJECTED PARTNERS FOR '15-'16

CHOBANI

KT TAPE



DONOR PROGRAMS

In the 2014-2015 fiscal year, the Development Department made some very strong movement forward in creating a solid approach to fundraising and development for USA Wrestling. The department is focused on four main areas:

1. Major Individual Giving
2. Annual Giving and Online Giving
3. Planned Giving
4. Alumni Engagement

Revenue has grown in total dollars and equally important our Donor base (new donors) has grown as well.

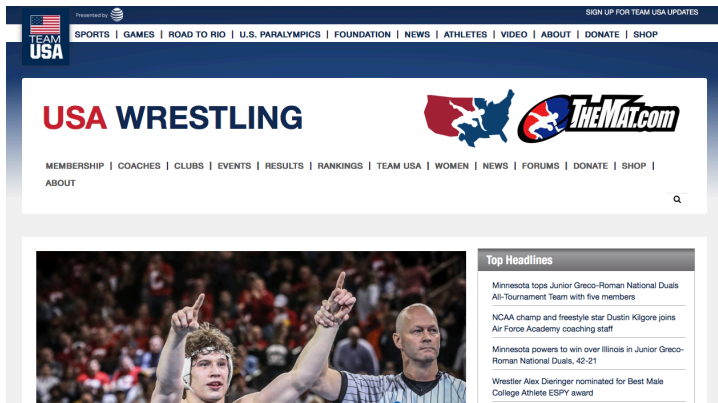
USA Wrestling's campaign raised money for the new **Bill Farrell Wrestling Center** at the U.S. Olympic Training Center in Colorado Springs, Colo.

\$1.83M
DONOR SUPPORT

\$600K
NEW DONOR
REVENUE

\$325K
FUNDRAISING
CAMPAIGN

COMMUNICATIONS, WEBSITE & SOCIAL MEDIA



PAGE VIEWS

An average of

1,000,000

page views to *TheMat.com* per month

UNIQUE VISITORS

An average of

216,000

unique visitors to *TheMat.com* per month

FORUMS PAGE VIEWS

An average of

930,000

page views to Forums on the *TheMat.com* per month

PLATFORM	FANS AS OF 2014	FANS AS OF 2015	GROWTH	NGB RANK
Facebook	366,784	400,000	8.3%	4th
Twitter	42,000	105,000	60%	3rd
Instagram	26,414	88,900	70.3%	4th
YouTube	31,812	45,466	30%	N/A
Google+	127,000	131,000	3%	N/A

USA WRESTLING SIGNS A HISTORIC TELEVISION PARTNERSHIP DEAL

USA Wrestling signed a historic partnership with NBC Sports Group and the Universal Sports Network for a record amount of national television coverage of the 2014-2015 wrestling events. Included was coverage of nine telecasts, five live telecasts, and **more than 12 hours of total coverage**, the most in history. The events shown on NBCSN and Universal Sports Network, included the Men's Freestyle World Cup, U.S. Open, Beat the Streets USA vs. Cuba Dual meet, U.S. World Team Trials (FS/GR) and Greco-Roman World Team Trials.



LIVESTREAM PARTNERSHIP

USA Wrestling is in its third year of partnering with Flowrestling. This year, Flowrestling has **produced 14 events**, the most USAW events since the partnership began that includes the U.S. Open, U.S. World Team Trials, USAW Folkstyle Nationals and more!



EVENTS

HOSTED 2015 MEN'S FREESTYLE WORLD CUP IN LOS ANGELES, CA



U.S. hosted the Men's Freestyle World Cup for the second straight year, April 11-12 at the Forum in Los Angeles, Calif. The United States hosted seven of the top teams in the world featuring Cuba, Mongolia, Russia, Azerbaijan, Belarus, Iran and Turkey. With **over 5,000 fans in attendance**, the United States took on Iran in the finals of the World Cup. Iran ended up on the top of the podium with the U.S. taking second and Mongolia third.

FOLKSTYLE TOUR OF AMERICA

The Folkstyle Tour of America completed a successful 2014-2015 campaign with six events, including two first year events. Overall participation in the Tour of America has **increased by 8.5%** from the previous year.



	2014	2015
Northwest Bigfoot Battle	885	952
King of the Mountains	715	895
Salt Lake Slam	1,006	745
Dominate in the Dells	1,054	1,070
Georgia Grind	424	Not Held
*Las Vegas Royal Crush	Not Held	359
*NCAA USAW Youth Showcase	Not Held	130
TOTAL:	4,084	4,431

*Denotes NEW Event for 2015



FARGO CADET/JUNIOR NATIONALS

Fargo Cadet & Junior Nationals **increased by 9%** from the previous year.

2014	2015
4,129	4,502

FREESTYLE & GRECO ROMAN REGIONALS

Freestyle and Greco-Roman Regional participation **increased by 6.6%** from the previous year.

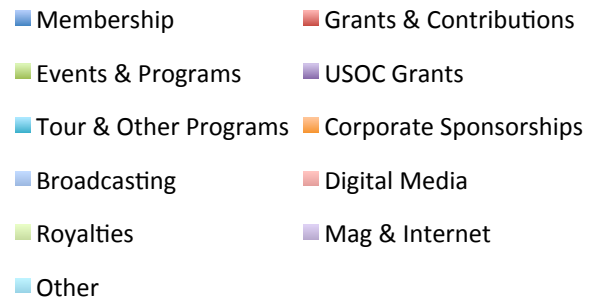
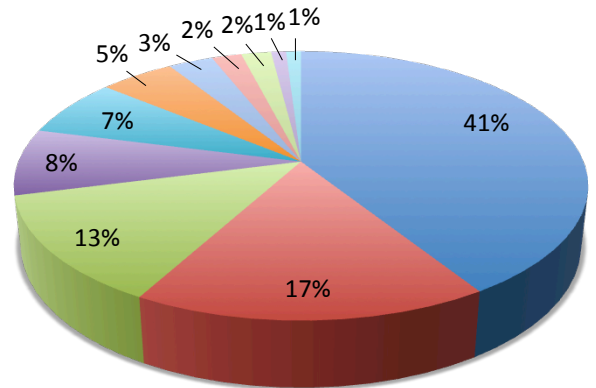
		'13-'14	'14-'15			'13-'14	'14-'15
Northwest Cadet & Junior Regional	FS	467	450	Southeast Regional	FS	783	793
	GR	266	282		GR	623	633
Northeast Regional	FS	755	898	Southern Plains Regional	FS	692	694
	GR	466	515		GR	634	595
Northern Plains Kids & Cadet	FS	425	636	Western Junior Regional	FS	348	301
	GR	376	523		GR	184	151
Northern Plains Juniors & Seniors	FS	291	299	West Kids & Cadet Regional	FS	1,366	1,373
	GR	189	147		GR	1,317	1,268
Central Region	FS	569	705	TOTAL:		10,031	10,667
	GR	280	404				

FINANCIAL REPORT

REVENUE

Membership	\$5,103,531
Grants & Contributions	2,055,864
Events & Programs	1,597,731
USOC Grants	1,025,033
Tour & Other Programs	864,867
Corporate Sponsorship	638,419
Broadcasting	314,820
Digital Media (USOC)	300,000
Royalties	211,903
Magazine & Internet	92,689
Other	81,942
<i>Investments</i>	<i>(127,326)</i>
	\$12,159,473

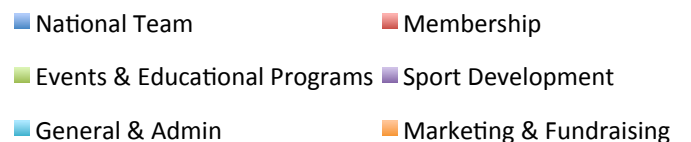
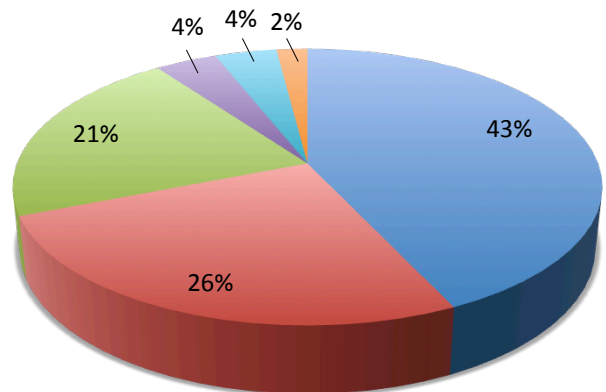
REVENUE PERCENTAGE BY AREA



EXPENSES

National Teams	\$5,512,891
Membership/State Service	3,404,573
Events & Programs	2,727,327
Sport Development	566,738
General Administrative	531,286
Marketing & Fundraising	<u>140,720</u>
	\$12,883,534

EXPENSE PERCENTAGE BY AREA



BOARD OF DIRECTORS

PRESIDENT

James Ravannack

1ST VP, CHAIR OF FS SPORT

Greg Strobel

2ND VP, AT-LARGE

Bruce Baumgartner

TREASURER, AT-LARGE

Duane Morgan

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Jon Anderson

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FREESTYLE ATHLETE

Tervel Dlagnev

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COACHES COUNCIL

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FREESTYLE ATHLETE

Brent Metcalf

FREESTYLE ATHLETE

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USWOC

Rick Tucci

USOC AAC REP.

Marcie Lane-Van Dusen

NFHS REP.

Bob Colgate

NJCAA REP.

Mark Krug

NWCA REP.

Mike Moyer

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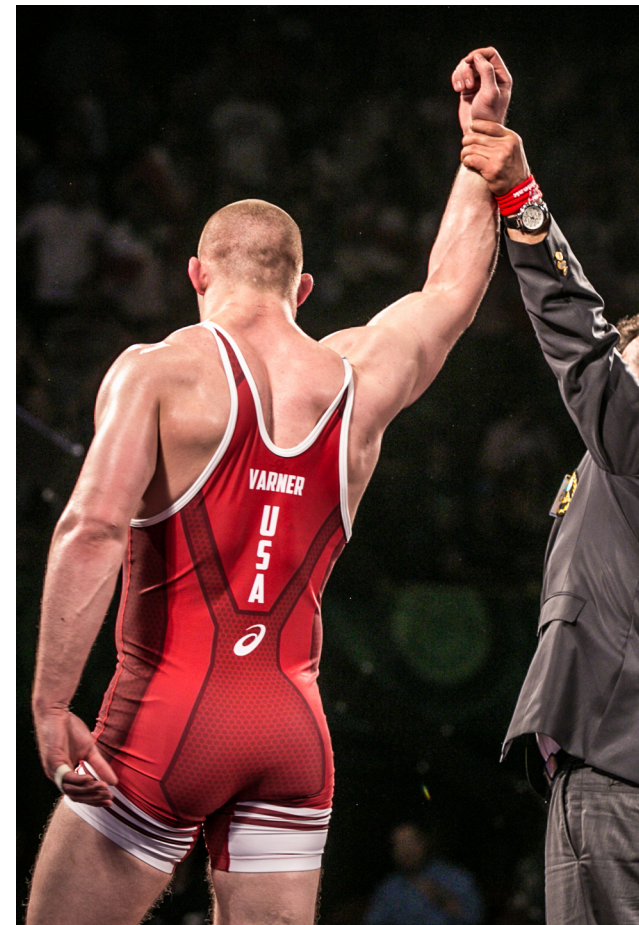
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