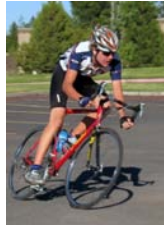


Bend Endurance Academy



Building community responsibility through athletics

Volume 1, Issue 1

www.BendEnduranceAcademy.org

February 2009

Bend Endurance Academy Launches Junior Nordic and Cycling Programs that prioritize volunteerism

March 6, 2009

Bend Endurance Academy Staff

The Bend Nordic Team and the Bend Cycling Club are the two organizations that will be managed under the Bend Endurance Academy. The BEA, founded by Ben Husaby and Brenna Knowles, will provide year round, professional, fun and high energy coaching to young people in Central Oregon. Currently, the Bend Endurance Academy offers ten different development programs for young skiers and cyclists of all abilities. 23 athletes have joined the program since January 2009.

"We wanted to start an athletic program that features a giving component," says Knowles, "We are all about creating strong athletes, but we want to provide opportunities to connect athletes with their communities. We think it is important to help these young people develop strong personal values in

continued on page 2

INSIDE THIS ISSUE

- 2 Bend Endurance Academy's "to do" list
- 5 Bend Endurance Academy Summer Opportunities
- 6 Sponsor the Bend Endurance Academy! We are not afraid to work hard for your support!

Bend Nordic Team Sends 12 Athletes and 3 Staff to Junior Olympics

March 6-15, 2009 Truckee, CA

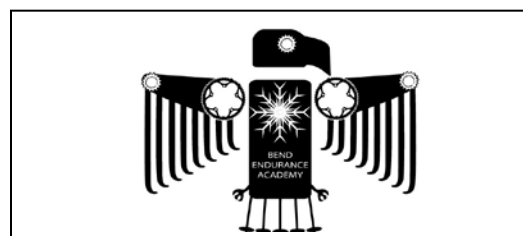
Bend Endurance Academy Staff

Twelve Bend Nordic Team athletes have qualified to represent the Pacific Northwest Ski Association at the 2009 Junior Olympics, making BNT the club in the PNSA with the largest number of athletes at this level of competition! Each athlete will participate in the sprint, classic distance, skate distance and relay races against the best junior skiers in the USA. Ben Husaby will be the Head Coach for the PNSA team and Brenna Knowles will organize the waxing operations. Gene Fitzsimmons of the Taco Stand will feed the entire PNSA team for the week as "Calorie Coach."

See "JOs" on page 3

Join the Logo Contest!

Can you capture the essence of the Bend Endurance Academy? Draw, paint, photograph or type up a logo and send to bhusaby@bendnordic.org by March 30th. What inspires us? Nordic skiing, cycling, mountains, trees, Bend, high desert etc. Remember, clean lines and bold designs are best! We will award a special prize for the winner! Here is our first entry:



...programs that prioritize volunteerism from pg 1

addition to their athletic development.”

Knowles and Husaby have been working closely with Betsy Warriner and Volunteer Insights, a Bend based organization that connects people of all ages with community volunteer opportunities. In February and early March, Husaby arranged for BNT athletes to help with Tumalo Langlauf Club events at the Meissner Sno Park. And, plans for mid-March include skiing with a group of local, at risk youth.

According to Husaby, “In the long term, we’ll be looking to partner with a group that will help our athletes understand the importance of giving to their community. We want to do our part to make a difference in Central Oregon. We have a lot to give.”

The BEA has a list of potential partners. If you have suggestions, please feel free to e mail Ben or Brenna at bhusaby@bendnordic.org or bknowles@bendnordic.org

Bend Endurance Academy

Our ‘to do’ list.....



For the past two months, the Bend Endurance Academy staff has been busy creating a professional academy for the development of junior Nordic skiers and cyclists. We are now:

- Sanctioned by Pacific Northwest Ski Association and United States Ski Association as an official Nordic Team.
- Partners with Cog Wild Bicycle Tours to provide road and mountain cycling programs for young people ages 8-16.

We are currently working on:

- Fundraising for a 15 passenger van
- Securing our 501 c 3 status
- Partnering with Pacific Northwest Ski Education Foundation so that Bend Endurance Academy supporters can make tax deductible donations
- Creating a club team through COCC

- Partnering with Mt. Bachelor
- Developing our giving component with Volunteer Insights
- Launching our Summer Training, Summer Conditioning , Summer Camps and LEAP year programs.
- Securing grants and funding for all program
- Setting up scholarships funds for participants in need
- Establishing a fleet of loaner road and mountain bikes for participants with financial need
- Becoming the best sports academy in the Northwest!
- Providing opportunities for backcountry skiing and backcountry educational courses with Three Sisters Backcountry

Bend Endurance Academy Programs

CYCLING



Visit www.bendcyclingclub.org to enroll!

- Mountain Bike Camps: Ages 8-16, 2/3 days/week
- Road Bike Camps: Ages 11-16, 2/3 days/week

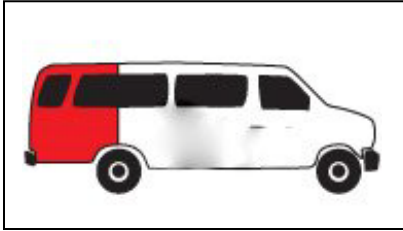
NORDIC



Visit www.bendnordic.org to enroll!

- Full Time Nordic: Ages 14-20, 6 days/week
- Winter Term Nordic: Ages 14-19, 2/3 days/week
- Middle School Nordic: Ages 11-14, 1/2/3 days/week
- Summer Training: Ages 14-22, 4/5 days/week
- Summer Conditioning: Ages 12-14 1/2/3 days/week
- LEAP Year: Ages 18-22, 6 days/week
- P.N.S.A Nordic Camps: Ages 14-22, 3/year
- Three Sisters Backcountry Educational Trips

BEND ENDURANCE ACADEMY SPONSORSHIP OPPORTUNITIES



The BEA is off to an exciting start and to keep our momentum going, we need your help! Our biggest priorities are purchasing a van and providing scholarships for athletes with financial need. We are also seeking a volunteer grant writer. If you have a little spare time and pretty good writing skills, we'd love to hear from you. Please send an e mail to bhusaby@bendnordic.org or call Ben at 541.678.3864.

We're using the icon above to chart our progress toward the purchase of our first team van. When the van turns red, we'll be heading down the road! You can follow our progress at: www.bendnordic.org

Please consider supporting the Bend Endurance Academy today. Your contribution will help sustain our efforts to create the best athletic academy in the Northwest!

Please see page 6 of this newsletter for complete sponsorship packages. We have designed them so that you can support your areas of interest.

Contact Ben Husaby or Brenna Knowles to secure your sponsorship for the 2009-2010 season at 541-678-3864 (Ben) or 3865 (Brenna)

We are currently working on an agreement that will allow individuals and businesses to make **tax deductible contributions** to the Bend Endurance Academy via the Pacific Northwest Ski Education Foundation by the end of March 2009. For complete details please check: www.BendEnduranceAcademy.org

CONGRATULATIONS TO THE FOLLOWING ATHLETES FOR QUALIFYING FOR JUNIOR OLYMPICS!

Luc Boileau, Kelly Smallwood, Pat Madden, Reitler Hodgert, Danny Coil, Brandon Roadman, Mikey Widmer, Kelly Crowther, Joe Madden, Isabel Smith, Darragh Hildreth, and Tom Smith.



Thank you to our supporters!

The Bend Endurance Academy has had an incredible amount of support from families, community members, local businesses and national companies. We would like to thank the following people for their time, energy and generosity!

- Gene Fitzsimmons- Taco Stand
- Adrienne Graham- Leapfrog Training
- Lev Stryker/Melanie Fisher- Cog Wild
- Cathy Buck- Phoenix Inn
- Kevin Gorman- Webskis
- Don Leet- Sunnyside Sports
- Beverly Lucas- Bend Bike N Sport
- Kevin Sweeney- Swix
- Roger Knight- Ski Go
- Curt Hawkinson- Photos and Ideas
- George Wescott- Ryders Eyewear
- Eric Jensen- Finite Ski Tools
- Phillip Emerson- Attorney
- Kathy Harshberger- Embroidery
- All of our program families- you rock!

CONTACT US!

WEBSITES

- WWW.BENDENDURANCEACADEMY.ORG
- WWW.BENDNORDIC.ORG
- WWW.BENDCYCLINGCLUB.ORG
- WWW.COGWILD.COM

ADDRESS- MAILING/PHYSICAL

BEND ENDURANCE ACADEMY
500 SW BOND STREET, SUITE 142
BEND, OR 97702

PHONE/E MAIL

Ben Husaby 541-678-3864, bhusaby@bendnordic.org
Brenna Knowles 541-678-3865, bknowles@bendnordic.org
Cog Wild 541-385-7002, info@cogwild.com

Bend Endurance Academy
500 SW Bond Street, Suite 142
Bend, OR 97702

ADDRESS CORRECTION REQUESTED

Bend Endurance Academy Coaching Staff

Bend Nordic Team-

The Bend Nordic Team offers the most experienced and highly qualified coaches in the region. Ben and Brenna have coached at club, divisional, national and international levels!

Ben Husaby
Brenna Knowles
Bill Warburton
Luke Foster
Gregg Strome

Bend Cycling Club-

Our cycling coaching staff offers participants an opportunity to work with a trained coaching staff that ranges from cycling enthusiasts to international competitors. We are excited to help young people learn to love getting out and riding their bikes.

Lev Stryker- Cog Wild
Melanie Fisher- Cog Wild
Bill Warburton
Brenna Knowles



Mailing Address
Street Number and Name
City, State 98765-4321

L.E.A.P. Year

- The Bend Endurance Academy has designed a LEAP year program. The program is designed to Link Education with Athletic Performance by providing high school graduates with an opportunity to dedicate a season to skiing and college preparatory classes before embarking on their full college careers or employment paths. This gives OJ skiers an opportunity to improve their Junior National results, attend US Nationals, or reach their individual racing goals. Our LEAP year program honors the transitional time between high school and college and gives athletes an opportunity to focus on their skiing development. LEAP athletes will enjoy the full support of their coaches throughout their ski season at Supertour, US National and Junior National races. Statistically, students who take a LEAP year are able to enter a university setting with added confidence, maturity and independence. LEAP year students have been shown to be more successful at completing a 4 year degree and are more focused on what they want to get out of their educational and athletic pursuits at the collegiate level.
- LEAP Year athletes can choose to take college preparatory classes through Central Oregon Community College or the OSUCascades Campus
- In Bend, OR, the snow comes early (Nov) and stays late (June). Other recreational opportunities include kayaking on the Deschutes River, rock climbing at Smith Rock State Park or mountain biking on our world class trail systems.
- Home stays, housing arrangements, internships, employment opportunities and scholarships are available.
- LEAP year program runs from August to April and costs ~\$2,500 Adjustments can be made for individuals who wish to participate for different time periods.
- Contact: bhusaby@bendnordic.org

Summer Training Program

Whether you are a middle schooler looking for a fun way to stay active over the summer, a high school or college student looking for an adventure or an individual who is trying to stand out in the National skiing scene- the Bend Endurance Academy has a summer program for you. We offer a mix of rollerskiing, running, hiking, bounding, strength and agility training as well as road cycling in our Summer Training and Summer Conditioning Programs. It's easy to stay inspired by spending the summer adventuring in one of the best training venues in the US!

The Summer Training program offers organized practices 3-4 days per week for ages 15-22 and costs \$350. Flexible enrollment options in the Summer Conditioning program help younger participants balance their various activities. Summer Conditioning participants will need a road bike. Summer Training participants will need skate and classic rollerskis.

Summer Conditioning	1 day/week	\$100
Summer Conditioning	2 days /week	\$200
Summer Conditioning	3 days/week	\$300
Summer Training	4/5 days/week	\$350

- Coaches will assist out of town participants with summer employment and housing options and provide continued support throughout the ski season at Supertours and US Nationals.
- Program Dates: June 2-August 16 on Tuesday pm, Wednesday am, Thursday pm (Summer Training Only), Friday am, and selected Saturdays. Note: practices for the first two weeks of the program are held after school.

Summer Training Camps

- Improve your cross country skiing fitness and technique in a series of summer training camps which feature experienced coaches and successful athletes from across the US. Past camps have included World Junior Championship team members and coaches, J1 Scando Cup team members and coaches as well as numerous Junior National Champions.
 - Explore some of the most unique landscapes in the Pacific Northwest, including snow covered peaks, paved logging roads, lava tubes and world class rock climbing, cycling and kayaking.
- | | | |
|------------------|--------------|--------|
| •PNSA Bend Camp | June 17-21 | ~\$200 |
| •Trout Lake Camp | July 15-19 | ~\$200 |
| •PNSA Camp #3 | August 12-16 | ~\$200 |
- Camps are designed for people ages 14-22 with skiing/rollerskiing experience. Be prepared for self contained camping and home cooked meals.
 - The Trout Lake Camp is held in Trout Lake, WA. This camp reaches capacity quickly- so express your interest early to reserve your spot! We can assist with transportation arrangements for out of area campers flying ino PDX if needed. Exact location of August camp is TBD. The Bend Camp may feature a summer ski tour based on snow conditions.
 - Complete details will be posted one month prior to each camp at www.bendnordic.org contact bhusaby@bendnordic.org with questions.

Bend Endurance Academy Sponsorship Opportunities

Questions? Contact Ben or Brenna, bhusaby@bendnordic.org or bknowles@bendnordic.org

➤ BEND ENDURANCE ACADEMY VAN SPONSORS



- \$1,000** 18"x24" LOGO PLACEMENT ON BOTH SIDES OF CARGO RACK FOR TWO YEARS
- \$2,500** 4'x5' LOGO PLACEMENT ON 2 SIDES OF VAN AND 2'x2' LOGO ON BACK FOR TWO YEARS
- 6'x3.25' LOGO PLACEMENT ON 2 SIDES OF VAN AND 2'x2' LOGO ON BACK FOR TWO YEARS
- \$10,000** IS THE AMOUNT WE HAVE LEFT TO BE ABLE TO PURCHASE A VAN- CAN YOU HELP US?
 - ✓ ANY AMOUNT YOU CAN AFFORD WILL HELP SEND US DOWN THE ROAD!
 - ✓ OUR VAN WILL TRAVEL DAILY THROUGHOUT CENTRAL OREGON AND COVER THOUSANDS OF MILES THROUGHOUT OR, WA, ID AND UT, YEAR ROUND, GIVING YOUR BUSINESS INCREDIBLE EXPOSURE! FOLLOW OUR PROGRESS AT WWW.BENDNORDIC.ORG

➤ BEND CYCLING CLUB SCHOLARSHIP FUND

- \$250** SUPPORTS ONE CYCLING ATHLETE WITH FINANCIAL NEED FOR A 3 WEEK CAMP
- \$500** SUPPORTS TWO CYCLING ATHLETES WITH FINANCIAL NEED FOR A 3 WEEK CAMP EACH
 - ✓ INCLUDES LOGO/LINK ON WEBSITES
 - ✓ INCLUDES LOGO ON CYCLING CLUB T SHIRT/JERSEY
 - ✓ INCLUDES AN OPPORTUNITY TO RIDE WITH THE TEAM FOR A DAY

➤ BEND ENDURANCE ACADEMY UNIFORM/EQUIPMENT FUND

- \$500** PLACES YOUR LOGO ON BEND NORDIC TEAM HATS FOR ONE YEAR
- \$500** PURCHASES A LOANER ROAD OR MOUNTAIN BIKE FOR THE BEND CYCLING CLUB
- \$250** SECURES YOUR LOGO ON BEND NORDIC TEAM JACKET AND RACE SUIT -LIMIT IS 4 SPONSORS!
 - ✓ JACKET/SUIT IS A THREE YEAR AGREEMENT- SPONSOR PAYS \$250/YEAR FOR 3 YEARS
 - ✓ INCLUDES LOGOS/LINKS ON WEBSITES

➤ BEND ENDURANCE ACADEMY BENEFACTOR



- \$5,000 AND UP** INDIVIDUALIZED NORDIC OR CYCLING ASSESSMENT FOR OWNERS INCLUDING
 - ✓ EQUIPMENT EVALUATION
 - ✓ INDIVIDUALIZED TRAINING PLAN OVERVIEW
 - ✓ ON SNOW OR ON ROAD SESSIONS WITH BEA STAFF MEMBER
- LOGO/LINK ON FRONT PAGE OF WEBSITE
- NAMING RIGHTS TO PROGRAMS, ACADEMY HAT OR JERSEY
- MENTIONS IN ACADEMY NEWSLETTER- PUBLISHED 4 TIMES PER YEAR
- MENTIONS AT END OF THE YEAR AWARDS CELEBRATION
- *OR, WORK WITH US TO CUSTOMIZE A SPONSOR PACKAGE THAT MEETS YOUR NEEDS- WE'RE FLEXIBLE!

➤ BEND NORDIC TEAM SCHOLARSHIP FUND

- \$ 500** SUPPLEMENTS ONE MIDDLE SCHOOL SKIER'S TUITION FOR A YEAR
- \$ 750** SUPPLEMENTS ONE WINTER TERM SKIER'S TUITION FOR A YEAR
- \$ 1500** SUPPLEMENTS ONE FULL TIME SKIER'S TUITION FOR A YEAR
 - ✓ INCLUDES LOGO/LINK ON WEBSITES
 - ✓ INCLUDES TEAM HAT AND AN OPPORTUNITY TO SKI WITH THE TEAM FOR A DAY

➤ BEND ENDURANCE ACADEMY WORK CREW

- \$100/HR** OUR ATHLETES WILL WORK HARD FOR YOUR SUPPORT!
 - ✓ CLEANING, MOWING, RAKING, WINDOW WASHING, SPLITTING WOOD OR A BIG TOUGH JOB OF YOUR CHOICE- TEN BEA ATHLETES AND A STAFF MEMBER WILL COME TO YOUR HOME OR BUSINESS AND GET YOUR BIG TASKS DONE!