



2012 Fundraising Drive Wrap Up

Greetings wildwater athletes and supporters of our great sport.

I'd like to take a few moments to bring everybody up-to-speed on the goings-on within Wildwater, both here at home, and internationally as well. It's an exciting time for our sport, and it's a time that includes some modest re-shaping as we look toward the future.

Let me start by describing the shifts that are coming our way. As most of you already know, our major events, both domestic and abroad, incorporate a "sprint" component. The sprint courses typically runs through class 3-4 rapids, and K-1 run times usually clock in in the 1-2 minute range. Two runs are required to complete the sprint portion of the event. And of course, the traditional Wildwater portion, which is now known as "Classic," continues on as it always has. So, to complete an entire event, a racer competes in 2 Sprint and 1 Classic run. Some higher-level combinatorial mathematics are applied to the timed results, and a finish order compiled. This race format has been the standard for Wildwater racing for the better part of a decade.

Within our sport, the popularity of Sprint events has been profound. We are starting to see Wildwater paddlers focus, as never before, on the Sprint component. Correspondingly, event directors are starting to place greater emphasis on the Sprint components of Wildwater events. How come we're seeing this shift...well, I believe it's the spectator and media friendliness of the Sprint race. In anticipation of Sprints-only international events, we've even had to adjust our Team selection process to match. (Details are now in Amendment 6 of the Wildwater bylaws.) Our sport is truly changing, and doing so right in front of our eyes. What a great time to be in the Sport.

A case in point - the city of LaPlagne, France, hosted the Senior Worlds in late June of this year. Its format included 2 Sprint runs and one

Classic. The river Isere proved to a difficult one - the Americans had their chances to tune-up their boat repair skills. It was a tough International field, and generally speaking, the US contingent including developing standout [Kurt Smithgall](#) and French American Emmanuel Bouchard nearly broke into the 10% off of leader in K1. We are doing “okay” internationally, but we could be doing better.

Back home, and in the shadow of the Tetons, our US National Championships took place over Memorial Day weekend. Despite this distant locale, our Nats drew more than 30 boats. By the slightest of margins, 52-year-old Doug Ritchie, took top K1 honors. Peter Kabzan inched out veteran Tom Wier in C1 by nanoseconds. The ubiquitous Team Popp cleaned up the rest – Haley Popp won the K1W; Colson & Bryson Popp pocketed the C2 gold. Even daddy Tom Popp slipped some hardware into his own pocket. Wow. Detailed results can be found at [Nats Results](#). Our Nationals event also served as an anchor to a broader weekend of festivities in the Jackson, Wyoming area. This “festival” model is one we hope to continue in years going forward.

Our Senior Trials to select the 2013 Senior Sprint Team will be held in mid-September on the Deerfield River in northern Massachusetts. This event will have a Sprint focus - everybody get ready for some anaerobic racing. We’re still looking for athletes and spectators to join in for this important event.

Lastly (and y’all knew this part was coming), we still need some contributions to fill out the coffers for 2012. I set a 2012 target of \$3000, and we have yet to make it to even \$1k primarily related to the committees early year focus on producing a quality domestic development events, nationals, and world championship experience . We remain frugal in challenging fundraising years and continue to equally promote domestic, international, and junior participation and development equally. We’ve brought on fundraising partnerships with the ACA and corporate sponsors until corporate leads and USACK funding dried up last year. We’ve developed several outstanding junior high school series in the US and have had nearly 100 wildwater paddlers at nationals in the past few years. Our challenges remain the same in the large geographic area we serve but our sport domestically is stable. Sending our best paddlers to Europe with adequate fundraising remains

our biggest ongoing challenge although our domestic development remains strong.

The Wildwater Committee has gone to great lengths to match membership's commitment to making the sport sustainable. Specifically, we have added a fundraising partnership on our homepage www.usawildwater.com using Igive.com that allows members to make purchases to your most recognized retailers like Amazon, Best Buy, Petco, etc and those retailers donate between 2-4% of purchase monthly to USA Wildwater just by going to our home page to access those retailers through Igive.com.

So, I respectfully request that readers of this update see if they can help out in attaining this \$3000 goal with a target of December 1st. Always okay to call your old pals as well. Contributions can now be made simply online by going to www.usawildwater.com then click on "donate" button and/or make purchases through the Igive.com link also on the homepage. Your donation will be emailed to the committee and you will receive an instant 501c tax deductible receipt for your charitable donation records.

As always, larger donations can still be mailed in directly to:

**USACK Wildwater Committee (make payable to)
Seth Eisner
PO Box 300
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If you have questions or thoughts, it would be great to hear from you.

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