

March 2011



2011 U.S. Championships Set New Mark



THANK YOU NORTH CAROLINA

Thank you to North Carolina for supporting the 2011 AT&T U.S. Figure Skating Championships.



The 2011 AT&T U.S. Figure Skating Championships completed its 9-day run in Greensboro with an amazing total onsite **attendance figure of 161,592** ! The event received extremely high marks from skaters, officials, and U.S. Figure Skating executives. The convenience and presentation of the Championships, with the Competition, Practice, and FanFest all under one roof at the Greensboro Coliseum Complex, received universal praise. Receiving similar kudos were the **over 400 U.S. Championships volunteers**.

Highlights of the final weekend at the 2011 Championships included a **sold-out Ladies Free Skate** that saw Alissa Czisny capture the gold, an impressive win by Ryan Bradley in the Senior Men's Competition, Olympic Silver Medalists Charlie

SPOTLIGHT

RISE - THE PREMIER!

White and Meryl Davis retaining their national crown in Ice Dancing, while Caitlin Yankowskas and John Coughlin became the new national champions in Pairs.

[\(All Championships results are available here.\)](#)

The Championships concluded with a thrilling **Smucker's Skating Spectacular** featuring all the national champions, the Skyliners Synchronized Skating Team, and Olympic Gold Medalist Evan Lysacek. Fans who stayed after the Skating Spectacular enjoyed a special treat as two scenes for the movie RISE were filmed on the competition ice. The audience even got to be extras in the movie!



Volunteers: Carol Gribnau, Molly Matthews, Kim Strable, Cindy Strable, and Bonnie Boaz in front of the theater marquee for RISE.

Championships Memorabilia at Super Flea



Volunteers: Chris Bagwell, Kevin Hill, and Jamye Gaster helped manage the Super Flea yard sale of U.S. Championships memorabilia.

The biggest yard sale in the Triad got even bigger on Saturday and Sunday, February 12 & 13, as an entire truck load of memorabilia from the 2011 AT&T U.S. Figure Skating Championships was the featured attraction at the **Greensboro Coliseum Complex' Super Flea**.

Memorabilia included Official Programs, Official Posters, window clings, posters, post cards, ice patcher buckets, decals, venue banners, street banners, signage, and venue decor items such as life-sized skaters and skater silhouettes. The large size and wide variety of U.S. Championships "left-overs" **filled 17 booths** at the flea market!

Special thanks to volunteers Chris Bagwell, Bonnie Boaz, Paul Brown, Josie Gibboney, Kevin Hill, Annette Keip, Becky Medrano, Angela Nichols, and Elizabeth Thomas, who staffed the Super Flea and helped raise funds for the 2011 Championships Volunteer Recognition programs.

Thursday, February 17, 2011, was another huge night for the sport of Figure Skating in Greensboro and the Piedmont Triad region. **RISE**, the film documentary and 50-year anniversary commemoration of the plane crash where the entire U.S. Figure Skating World Championships Team perished, had its premier at over 500 theaters nationwide that evening.

Locally **RISE** played at the **Regal Grande Cinemas at Friendly Center** in Greensboro. Ticket purchases were so strong that the Regal opened 4 theaters to accommodate the crowds. With the exception of the live event with Matt Lauer in New York City, the more than 800 in attendance made Greensboro the **number one market across the country** for attendance at RISE!

The 2011 AT&T U.S. Figure Skating Championships Local Organizing Committee (LOC) treated its numerous volunteers to a complimentary ticket to

Final USFSC Event: Sponsor Appreciation

Even though the competition schedule for the 2011 U.S. Figure Skating Championships listed the last event as January 31, we have been able to continue the excitement and enthusiasm for Figure Skating in North Carolina through several **post-event activities including the Super Flea, RISE Celebration, and the Sponsor Appreciation Luncheon.** Though we would love the U.S. Championships magic to last forever, the Sponsor Luncheon was our final official event of the 2011 AT&T U.S. Figure Skating Championships.

The U.S. Championships benefited from the very significant investment of money, time, goods, services, and resources by **44 local sponsoring companies.** In addition to their major financial commitments these companies did extensive marketing campaigns and special promotions for the Championships which helped drive both strong fan interest and ticket sales.

On **Thursday, February 24**, the sponsors and media partners convened at the **Greensboro Sheraton** to celebrate the successful 2011 U.S. Figure Skating Championships. They heard from Jordan Grace Owens, Official Poster Contest Winner, and Paul Wylie, Olympic Silver Medalist and Honorary Chairman of the 2011 AT&T U.S. Figure Skating Championships. Each sponsor received special awards and some Championships branded gift items, too.

The sponsors gave the 2011 U.S. Championships very favorable reviews, and several mentioned that they would be up for another run of the Championships in Greensboro should that become an opportunity.

Economic Impacts Analysis

The 2011 U.S. Championships Local Organizing Committee is working on a post-event economic impacts analysis with George Washington University. Part of the study will include a brief survey of some of the ticket buyers regarding spending in the local market while attending the Championships. If you are contacted via email about a survey, your participation would be greatly appreciated. Each person completing the survey will be sent an official 2011 AT&T U.S. Figure Skating Championships lapel pin.

RISE. Regal Cinemas allowed the LOC to give the Grande lobby the Championships look, and the hundreds of volunteers who attended the premier sported their colorful volunteer jackets and Championships credentials.

The film concluded with two scenes shot in Greensboro after the conclusion of the U.S. Figure Skating Championships. Major congratulations go to Jonah Chiu, Justine Chong, Jesse Goldstone, Sebastian Lucek, Madison Mallard, Ellie McClellan, Kelly McNamara, Kendal Quinlan, Mackenzie Sawoski, Dahyun Seo, Sofia Stalker, Stefan Stalker, Lauren Titcher, Jessica Tran, Natalie Tsuei, and Rachel Williamson all of whom skated in the concluding scenes of RISE. Also kudos to Coaches Lance Travis and Nicole Stalker who assisted choreographers Randy Gardner and Dody Teachman on those two segments of the film.

FROM THE TEAM

"I received **rave reviews** from the U.S. Figure Skating leadership, officials, coaches, athletes, fans, and Headquarters staff about how well organized the event was, the great

