



SPRING 2009



GAME PLAN 2012

"Celebrating True Sport"

All successful athletes know the path to competitive victory is not a random or unplanned journey. To achieve one's dreams, long-term goals must be made and training plans established. Such extreme dedication and focus are also necessary for organizations to succeed. Strategic planning for organizations and training plans for athletes are developed for the purpose of defining goals and setting the direction needed to pursue those goals.

Strategic planning has been integral to the success of the U.S. Anti-Doping Agency (USADA) over the past eight years. Prior to the 2000 Sydney Olympic Games not many people, sports fans or otherwise, had ever heard of USADA. Today, just months after the closing of the Beijing 2008 Olympic Games, USADA is known as one of the toughest and most effective anti-doping programs in the world. Through tireless planning and execution, USADA has been able to achieve this high level of success, including:

- Appearance in front of approximately 37,000
 athletes, coaches, parents and kids to impart the
 value of true sport and affirm that there are no
 shortcuts to true achievement.
- Allocation of approximately \$10 million dollars to cutting-edge scientific research aimed at understanding and effectively combating the use of performance-enhancing drugs.
- Collection and management of the results for more than 55,000 drug tests, including tests for EPO and HGH, while utilizing the most sophisticated analysis available.
- Partnerships with federal, state and local governments to increase mutual anti-doping efforts, as seen in the BALCO and Operation Raw Deal cases.

USADA has faithfully served the thousands of clean athletes and 47 National Governing Bodies (NGBs) of the Olympic and Paralympic sports. With their help, and USADA's commitment, the image of clean U.S. Olympic and Paralympic athletes has been restored. Indeed, athletes now have hope that the decision to compete clean is worth it.

While it would be easy to become satisfied with these outcomes, now is the time for these past successes to propel USADA to the next level. To accomplish this, USADA has developed a strategic plan for the next quadrennium, entitled *Game Plan 2012*. At its core, *Game Plan 2012* aims to assure current and future athletes that only true sport will result in achievement worth celebrating, and that it is possible to ethically compete and excel at all levels of sport.

Game Plan 2012 features a renewed mission for USADA. A mission statement defines the fundamental purpose of an organization. USADA's is no different. With the renewed mission to *Preserve, Inspire* and *Protect,* the basic values of true sport are outlined as follows:

Mission Statement

USADA holds the public trust to:

Preserve the Integrity of Competition
USADA preserves the value and integrity of athletic competition through just initiatives that prevent, deter and detect violations of true sport.

Inspire True Sport

USADA inspires present and future generations of U.S. athletes through initiatives that impart the core principles of true sport—fair play, respect for one's competitor and respect for the fundamental fairness of competition.

Protect the Rights of U.S. Athletes

USADA protects the rights of U.S. Olympic and Paralympic athletes to compete healthy and clean—to achieve their own personal victories as a result of unwavering commitment and hard work—to be celebrated as true heroes. (Continued on page 2)

VOLUME 9 / ISSUE 1

A publication dedicated to providing timely and accurate anti-doping information for those involved, and interested in the Olympic and Paralympic Movement.

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GAME PLAN 2012 (continued)

Strategic Goals

Game Plan 2012, which began in 2009 and guides USADA through 2012, contains the following four high level strategic goals:

• Be a strong and influential partner and voice in the anti-doping community.

USADA is committed to protecting the rights and interests of its athletes. From advancing the anti-doping fight here in the U.S., as well as abroad, to supporting key legislative acts and critical relationships, USADA will continue to be a leader in the anti-doping movement.

• Expand influence in the scientific community.

USADA will continue to dedicate resources in an effort to advance anti-doping research and enable more effective deterrence and detection measures.

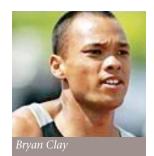
• Build client-focused teams that are accountable for delivering exceptional service.

USADA is dedicated to developing client-focused teams accountable for delivering exceptional services to the U.S. Olympic Committee (USOC), the NGBs, and most importantly, the U.S. Athlete. Through education, whereabouts compliance assistance, and TUE processing assistance, USADA is committed to enhancing the total athlete experience.

Impart and inspire a commitment to the core principles of true sport.

USADA is devoted to upholding affirming, and advancing the principles of fair play, sportsmanship, integrity and ethics. Through this effort, USADA aims to positively influence not only today's elite athletes but also the next generation of athletes and community leaders.

Matched only by the tireless dedication of clean U.S. athletes, USADA is wholeheartedly devoted to clean sport. In the words of the 2008 Olympic Decathlete Gold Medalist, Bryan Clay - there is no shortcut to success:



"I've always wanted to wear the red, white and blue and be able to call myself a part of the U.S. Team. I really don't think there are any shortcuts. I think the only way to do it right is to get out there and work hard and give it everything."

Success through Leadership

By definition, a leader is one who goes before and guides the way. In the global fight against drugs in sport, USADA is such a leader. Through organizing significant anti-doping initiatives, raising awareness of the doping problem, and operating in compliance with WADA and International Federations, USADA is committed to being a critical partner in the worldwide anti-doping movement.

By furthering the attainment of a key goal - *Being a strong* and influential partner and voice in the anti-doping community - USADA will continue to be an effective clean sport defender.

To reach this goal, USADA is advancing its strong international partnerships to coordinate and improve global anti-doping efforts. USADA is partnering with legislators to enact effective anti-doping policies, increase support, and strengthen relationships

with enforcement agencies and other public and private organizations. USADA also wants to maximize mutual anti-doping efforts, and enhance and safeguard its brand, products and services.

With these goals in place, you can rest assured that USADA is committed to protecting your rights and interests as an athlete. From advancing the anti-doping fight here in the U.S., as well as abroad, to supporting key

legislative acts and critical relationships, USADA will continue to ensure the strengthening of the anti-doping movement.

Every step of the way, USADA is focused on maintaining and improving upon its gold standard reputation, and sharing its knowledge with others on an international level to ensure harmonized efforts across borders.

In the end, just as you are wholly dedicated to being the best athlete you can be, USADA is equally dedicated to being the finest leader in the anti-doping movement.

Enhancing the Athlete Experience

Looking to the future, USADA will continue delivering exceptional services to the USOC, NGBs, and all U.S. Athletes. USADA's client-focused teams have committed themselves to going the extra mile, to provide an avenue for you to connect with knowledgeable and helpful USADA staff. Ultimately, these teams will ensure that their focus is continued exceptional customer service.

It is USADA's goal to continue being the advocate for U.S. athletes and *Enhance the Athlete Experience*.

What does this *really* mean? Here is an example: If you contact USADA for assistance with the Therapeutic Use Exemption (TUE) process – USADA staff will assist immediately. Then, USADA will follow up with you to ensure that the application is submitted and that it reaches all necessary authorities. Upon the decision, USADA will make sure you and your NGB are notified. And, later, when the TUE is about to expire, USADA will make an effort to get in touch with you and offer assistance in the process of submitting an updated TUE Application.

USADA will also reach out to the NGBs and provide the same type of service. For example, when an NGB needs to make a change to the Registered Testing Pool (RTP), USADA will be there to help. USADA will make sure that each NGB understands the policies that

guide the process, and will work with the NGB to make the right decision regarding your inclusion or removal from the RTP. USADA's work with the NGBs will also offer you another resource on the anti-doping movement, and answer any questions that arise.

Here are ongoing initiatives and enhancements you can look forward to now and in years to come:

- Revised USADA Website

 Tailored to be more athlete-friendly and to provide the information you need at your fingertips.
- Greater USADA Education presence at the Olympic Training Centers – and the perfect chance to get your questions answered in-person.
- Comfort in knowing that USADA is always
 working to ensure a level playing field

 and is continually working to improve
 its testing strategies to remove any threats
 from clean athletes.
- Receiving answers and needed assistance when applying for a TUE, or looking for the right medication information on the Drug Reference Online (DRO).
- Knowing that USADA Doping Control Officers are trained professionals, complete all
 Sample Collection processes in accordance
 with the International Standards for Testing,
 and have your best interests as top priority.



And finally, as USADA is working to improve the athlete experience, feedback is always appreciated. If there is something that USADA can do to help you, please get in touch with our staff today!



Introducing...Sportfolio Teams

Ever wonder who's on the other end of your phone call or e-mail to USADA? If you are an athlete in USADA's Registered Testing Pool, there is a specific team who acts as your first point of contact regarding questions about Whereabouts Filings, Whereabouts Failures, retirement, testing, and anything else related to anti-doping. As USADA is committed to enhancing your experience, the Sportfolio Teams were created to ensure education needs for athletes and NGBs are continually identified and met. Have a question? Call USADA at 1-866-601-2632 or e-mail formsadmin@usada.org and your assigned Sportfolio Team member will have an answer!

A Crusader for True Sport

As a leader in the anti-doping movement, USADA is also committed to expanding its influence in the scientific community. Along these lines, **USADA** is fortunate to have on board the likes of Dr. Larry **Bowers and Dr. Richard Hilder**brand, two experts in the field of anti-doping. Joining them is **USADA's new Science Director,** Dr. Daniel Eichner.

Daniel brings a wealth of knowledge and experience to USADA's science team. He was a member of the U.S. National Field Hockey team from 1993-99, and played professionally in Germany afterward. With an interest in science, Daniel completed his Ph.D at the Australian National University, specializing in medical science. After years of study and scientific research, Daniel combined his two passions— sports and science— and took a job as the Chief Scientific Officer at the Australian Sports Anti-Doping Authority (ASADA). During his time at ASADA, Daniel was responsible for all scientific matters and also spent time developing and managing ASADA's intelligence and testing capabilities.

Coming to USADA, Daniel wants to continue furthering and developing anti-doping intelligence

and scientific capabilities, as well as seize this opportunity to work with some of the world leaders in the anti-doping movement. Daniel is passionate about making sure every current athlete knows they are competing on a level playing field, and also letting every future athlete know that competing clean is not just an option—it's the only way to compete! All in all, Daniel is committed to ensuring that sport remains a test of skill, determination and dedication, and not something mixed-up in a test tube.

USADA is pleased to welcome Daniel and is excited to have his expertise as USADA continues to strive for cutting-edge intelligence about performance-enhancing drugs, trends and practices.

Who Said it?

"I compete clean because I really believe in fairness, and besides that, my Mom would kill me! "

(Answer on page 6)

For our Future - True Sport

Right behind family, sport ranks at the top of the list as a substantially positive influence in the lives of young people - for many, even higher than school, religion, the media, and their peer groups. And true sport, played fairly, honestly and free from drugs, builds character and promotes the virtues of selfless teamwork, dedication and commitment to a greater cause. USADA's ultimate vision is to empower the next generation of youth to make smart, ethical and healthy choices for their lives, using the foundation of true sport.

That is manifested in a variety of ways.

First, by extolling these virtues of true sport, and delivering positive messages to young audiences, as well as those who support them – parents, coaches, sport organizers and managers - USADA endeavors to be an invaluable resource in the educational pursuit of healthy competition. By providing not only information about the risks and consequences of performance-enhancing drugs, but also about positive, ethical training approaches and healthy alternatives to doping, USADA will continue being a significant partner in the fight to level the playing field for all athletes.

Taking these educational messages to a broad audience of young people, both through

maximum impact and grassroots development of these critical ideals. In addition, strategic partnering with other like-minded organizations is priceless in achieving and advancing this objective.

Critical to these efforts is the commitment of elite athletes in supporting the clean sport message. Successful and dedicated competitors, who believe passionately in the virtues of true sport, provide the most impactful impression for future athletes who are faced with difficult choices as they progress through their own athletic careers. USADA has a history of working closely with athletes to bring its message to young audiences and is currently expanding this program to enhance the effort.

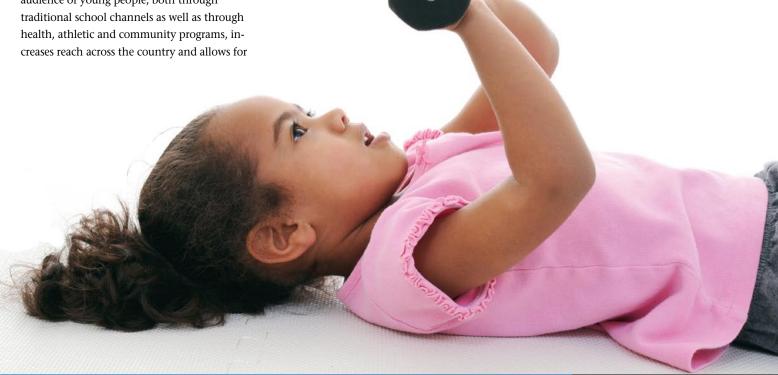
And so, with this goal of imparting and inspiring a commitment to the core principles of true sport, USADA upholds the pure virtues of sport tomorrow by inspiring young athletes today.

For you, an athlete already on the front lines of elite competition, USADA will continue



ensuring an even more level playing field in the future. It also means that the young athletes of today will look to you not only as their role models for outstanding athletic achievement but also as their examples for clean competition.

You can make a difference by becoming an advocate for true sport. By speaking to younger athletes about the dangers of performanceenhancing drugs and the benefits of competing clean, by modeling an attitude of respect for your own health and performance, as well as that of your competitors, and most of all, by being a clean athlete yourself, you, too, can impact the next generation.



New Year, New Rules

It has been a little over five months since the worldwide anti-doping community ushered in the new requirements of the Code and International Standards. These changes have affected your life, but were made as a global effort to level the playing field and harmonize anti-doping rules, policies, and procedures across the world.

By now, you should be aware of the following requirements from the International Standards for Testing, (IST):

Whereabouts:

- Athletes are subject to testing at any location and time during the day.
- Athletes must provide a 60-minute time slot each day between 6 a.m. and 11 p.m. when they will be accountable for a possible missed test if they are unavailable.
- Whereabouts Filings must be submitted by the following deadlines:
 - * Quarter 1 (January March) December 31
 - * Quarter 2 (April June) March 31
 - * Quarter 3 (July September) June 30
 - * Quarter 4 (October December) September 30
- Updates to USADA must be made as soon as possible when your schedule changes and can be completed in 3 ways:
 - * update@usada.org
 - * text@usada.org (add USADA to your cell phone contacts to send a text)
 - * Whereabouts Filing at www.usada.org/ae
- Be sure to include your name and sport with every update.

Whereabouts Failures:

- A Filing Failure = One (1) Whereabouts Failure
- A Missed Test = One (1) Whereabouts Failure
- A Filing Failure will be declared if:
 - * A Whereabouts Filing has not been submitted to USADA by the specified deadline.

- * A Whereabouts Filing does not contain a specific 60-minute time slot and location where you will be available for testing each day.
 - * A Whereabouts Filing is inaccurate or incomplete.
- You will receive a *Missed Test* if you are not at the specified location during the specified 60-minute time slot indicated on the Whereabouts Filing when attempted for testing.
- All declared Whereabouts Failures (Filing Failures and/or Missed Tests) will be shared and combined with your International Federation (IF) and the World Anti-Doping Agency (WADA) and will be part of a combined Whereabouts Failure Record.
- Any combination of three (3) Whereabouts
 Failures (Filing Failures and/or Missed Tests),
 declared by USADA, WADA or an IF, within an
 eighteen (18) month period will result in an
 Anti-Doping Rules Violation (disqualification,
 provisional suspension, and/or ineligibility).

Please note the information listed above is a small sampling of the requirements according to the 2009 IST. Please reference the IST Summary Document available on USADA's Website as well as the Athlete Express page for more information.

IST Summary Document



Athlete Log-In Page

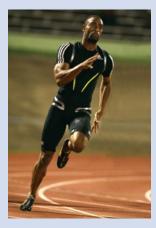


Helpful Hints:

- Set a consistent 60-minute time slot, such as 6 a.m. 7 a.m., when you are waking up, or 10 p.m.- 11 p.m. when you may be home; your time slot can be changed according to your travel schedule.
- Set an alarm on your cell phone to remind you of your 60-minute time slot.
- Print your Whereabouts Filing and any other updates you submit. Also, save the Whereabouts Filing PDF on your personal computer, iPhone, or BlackBerry.

Answer to "Who Said It?... (from page 4) Tyson Gay, Track and Field –

Tyson Gay is a triple World Champion. At the 2007 World Championships, Gay became only the second man in history to win titles at 100 meters, 200 meters and the 4x100-meter relay.



http://www.tysongay.net/

Therapeutic Use Exemptions (TUEs)

TUEs. You've heard it before and it does not mean Tuesday! A Therapeutic Use Exemption (TUE) is a form used to grant permission to an athlete by an Anti-Doping Organization, such as USADA or an International Federation (IF) to use, for treatment of a medical condition, a substance or method included in the Prohibited List. The World Anti-Doping Agency (WADA), developed new requirements to the TUE process that went into effect January 1, 2009. The new requirements are listed below and are outlined in the 2009 International Standard for Therapeutic Use Exemptions (IS TUE).

The TUE rules vary according to the level of the athlete. There are three different levels:

- **1.** *International Level Athletes* International Federation (IF) Registered Testing Pool
 - a. File a TUE with USADA and USADA will assist International-Level athletes if the request is made at least 21 days in advance of the use of the Prohibited Substance where the rules of sport apply.
 - List the substance in the "Declaration of Use" section of the Doping Control Official Record (DCOR) at the time of doping control.
- National Level Athletes USADA Registered Testing Pool
 - a. File a TUE with USADA. This application should be submitted at least 21 days in advance of the use of the Prohibited Substance where the rules of sport apply.
 - List the substance in the "Declaration of Use" section of the Doping Control Official Record (DCOR) at the time of doping control.
- **3.** *Non-National Level athlete* (U.S. Master, Junior, or Recreational Athletes)
 - a. A TUE is required prior to use for the following categories:
 - i. Anabolic Agents
 - ii. Hormones and Related Substances
 - iii. Hormone Antagonists and Modulators
 - iv. Prohibited Methods
 - 1. Enhancement of Oxygen Transfer
 - 2. Chemical and Physical Manipulation
 - 3. Gene Doping

- b. For other Prohibited Substances, a TUE is not required prior to use. If a first Adverse Analytical Finding (AAF) is found during Doping Control the athlete must:
 - Demonstrate the use of the substance is for an appropriate medical purpose under the care of a physician by providing medical records to USADA.
 - ii. File a TUE to continue further use of the substance in sport.
- c. If a Non-National Level athlete competes in an Internationally Sanctioned Event, he/she will have to obtain a TUE for all Prohibited Substances or Methods. It is the athlete's responsibility to verify this with USADA.

More information regarding Non-National Level Athletes can be found at http://www.usantidoping.org/files/active/athletes/IST_Summary.pdf.

Special Rules for Beta-2 Agonists and Glucocorticosteroids.

International and National Level Athletes

<u>Beta-2 Agonists</u> - Albuterol (also known as salbutamol), salmeterol, formoterol or terbutaline

Both IF RTP and USADA RTP athletes will need to obtain a TUE at least 21 days in advance of the use of the Prohibited Substance where the rules of sport apply. The athletes must:

- Include with the TUE a Pulmonary Function Test (PFT) that has been issued within the past 3 months;
- Include detailed medical documentation;
- Provide USADA advance notice of use of the substance through a Website Declaration at (https://www.usantidoping.org/athletes/ login.aspx for transmission to WADA through ADAMS) and



• List the substance in the "Declaration of Use" section on the Doping Control Official Record (DCOR) at the time of doping control.

Glucocorticosteroids - used by inhalation, and non-systemic injections (including intraarticular, periarticular, peritendinous, epidural, and intradermal injection)

All levels of athletes (IF RTP, USADA RTP, and Non-National) must complete the following for a glucocorticosteroid:

- Complete a Website Declaration at https://www.usantidoping.org/athletes/login.aspx
 (for transmission to WADA through ADAMS)
- List the substance in the "Declaration of Use" section of the Doping Control Official Record (DCOR) at the time of doping control.
- In addition, the athlete must declare the use of the substance during any subsequent Outof-Competition or In-Competition drug test within three months of the use of the substance.

Glucocorticosteroids used by topical (including nasal, ophthalmic, dermal, otic, phonophoresis and iontophoresis) means are permitted and do not require a TUE or Website Declaration. However, the medication must be listed on the "Declaration of Use" section of the DCOR.

Please contact USADA's TUE department at 719-785-2045, via e-mail at tue@usada.org or at www.usada.org/dro for more information regarding the TUE process and the Declaration of Use. A summary of these changes is also available on the USADA Web site at http://www.usantidoping.org/files/active/athletes/IST_Summary.pdf.



Call USADA when vou believe the integrity of your sport is compromised by doping.

USADA established 1-877-Play Clean (1-877-752-9253) as a direct telephone link for individuals who are concerned about fair competition. When appropriate, USADA will act based on information that can contribute to its mission of eliminating doping in sport. Callers can remain anonymous.





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Olympic Education team members LaDonna Reed and Jennifer Dodd at a Dining Hall Chat directly outside the dining facility at the Colorado Springs Olympic Training Center.

Once a month USADA's Olympic Education team hosts a Dining Hall Chat. The informational booth, set up at the Olympic Training Centers (OTCs) near the dining facility, is a way to provide materials and answer questions related to anti-doping.

Many have mistaken the education team for Doping Control Officers (DCOs); however, the education team members are not DCOs and will not ask to collect a sample. Instead, the team is available to assist you with understanding and navigating the new World Anti-Doping Code and International Standards for Testing and Therapeutic Use Exemptions (IST and IS TUE) requirements.

Great resources are available in the booth at these Dining Hall Chats. Materials such as the 2009 Wallet Card, The Optimal Dietary Intake Guide, the International Standards for Testing Summary and the Key Chain Card are common items distributed. The 2009 Wallet Card, for example, provides a quick list of Permitted and Prohibited Substances and Methods as well as their classifications. The Wallet Card can be folded small enough to fit in a wallet or purse. Some athletes grab two copies; one for themselves and another for their physician. In addition to educational materials, the booth would not be complete without fun items like a drawstring sportpack, a traveling toothbrush and training towel.

Since February 2009, the monthly Dining Hall Chats have taken place at the Colorado Springs OTC and the Chula Vista OTC. As the Olympic Education team continues to expand its interactions with athletes, it plans to increase USADA's visibility at other OTCs in the U.S.

The team is looking forward to more Dining Hall Chats and welcomes you to stop by and say hi - many athletes do and it's greatly appreciated!

If you would like to know when a Dining Hall Chat will be held at your OTC or have general questions about educational opportunities, please contact USADA's Olympic Education team:

LaDonna Reed at lreed@usada.org or 719.785.2018.

Jennifer Dodd at jdodd@usada.org or 719.785.2035, or

Kelli Feltmann at kfeltmann@usada.org or 719.785.2023

