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2

Mr. Craig Masback
CEO of USA Track and Field

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5

6 My thanks to General McCaffrey for calling us together as well, and I want to state at the beginning
7 that USA Track and Field supports all efforts to rid sports of drugs at all age groups and all levels of
8 competence.

9

10 I've prepared a fact sheet, which I can hand out during the break. I don't want this to be a focus and
11 my remarks to be a focus on what USA Track and Field as a representative of national governing
12 bodies has or hasn't done other than to say that we've struggled on a limited budget to do the best
13 job we could over an eleven year period. We were a pioneer in drug testing – the very first national
14 governing body to do out of competition testing. Our international federation has been a pioneer in
15 drug testing.

16

17 With respect to charges made in Sydney, we have proven through documents and will continue to
18 work with Independent Review Commission that we asked to look at our behaviors to show that the
19 charges made in Sydney were demonstrably false.

20

21 The fact sheet addresses as well an issue that I think that this group and USADA and WADA must
22 address – the issue of confidentiality and transparency that Frank has already mentioned.

23

24 But the bottom line is that we support externalization and independence. USADA's and WADA's
25 work is important and must have all of our support. If anyone has any questions and wants to deal
26 off line with the issues of Sydney, I'm happy to address those.

27

28 Our recommendations and the request that was made of those speaking was to offer
29 recommendations as to how we can fight this battle more effectively leading up to and following
30 the Salt Lake City games are as follows:

31

32 First, we must, within our means, increase the number of tests. USA Track and Field working with
33 the USOC increased in competition and out of competition tests in the lead up to the Olympic
34 games, and our athletes were tested some three thousand times by all different authorities in 1999
35 and 2000.

36

37 We admire the fact that USADA will test five thousand times for all sports in the United States, but
38 if the money can be made available, we think even more testing should be done.

39

40 We must spread the testing, as Mitt Romney said. It's a fact in our sport, where it is a condition of
41 membership of the International Amateur Athletic Federation, our international body, that you must
42 have an out of competition testing program. Only fifteen of the two hundred and eleven countries
43 in the IAAF have out of competition drug testing programs.

44

45 We're proud of what we've done; we know we could've done better, but we wonder what's going on
46 in one hundred and ninety of the two hundred and eleven countries of the IAAF family. And I

1 should note that forty-three countries won track and field medals in Sydney. That means by
2 definition, twenty-eight athletes who won medals in Sydney came from countries where there was
3 no drug testing out of competition in their own country.

4

5 We think education of both elite and developing athletes is an absolutely critical part to this entire
6 endeavor. More than half of our positive tests in 1999 and 2000 were among junior athletes –
7 athletes aged nineteen and younger – who we don't think were cheating on purpose. They simply
8 fell into the web of our very wide testing activities.

9

10 In fact, I can mention a further problem: nineteen million prescriptions were written last year for
11 attention deficit disorder. We have two of our ongoing cases which were eighteen-year-old athletes
12 being treated by physicians under the standard treatment for attention deficit disorder. It fell afoul
13 of the drug testing rules.

14

15 Should we consider them guilty or not? Clearly, we are guilty for not doing a better job at
16 informing all athletes, including junior athletes, of our rules and of the dangers involved with taking
17 certain substances. We must take a rational approach to this issue.

18

19 We must do more research, as Frank says, to be better able to identify what are the substances that
20 are harmful to athletes. What are the substances to enhance performance, and we must enhance our
21 ability to catch those that are cheating.

22

23 We must have uniform rules across all sports, as General McCaffrey has said. I'm happy to see
24 Dennis Curran from the NFL Management Council here. In my mind, of the so-called big four
25 sports – football, baseball, basketball and hockey – the NFL is the only sport that has taken a
26 responsible approach to performance-enhancing control. They don't get it perfect, just as the
27 Olympic world doesn't get it perfect.

28

29 But what are the NBA, Major League Baseball and Hockey doing? In my mind, virtually nothing,
30 and we have a responsibility to speak out about that, hold them to the same standards that we hold
31 ourselves to in the Olympic world and to get some movement in those sports as well.

32

33 We must ultimately be working towards something that's not possible in two years or perhaps even
34 five years, and that is a single international testing authority for all drug testing. That way we can
35 be sure that the drug tests will be handled in a uniform fashion around the world, and then that we
36 turn over any alleged positive cases to a single cast arbitration system.

37

38 No more should we have individual sports groups, or frankly, individual countries, handling drug
39 testing. Even though USADA is a big step forward, the entire system should be internationalized.
40 At that point, we will have literally a uniform system and a law of sports where we can be confident
41 that every case and every country will be treated in the same way.

42

43 I add my voice of support for new controls over nutritional supplements and their labeling.
44 Whatever it takes, all of us must be part of this effort to lobby Congress. And to get the rules
45 changed so that when any American takes any substance that they purchase over the counter, they
46 can be sure that there is nothing in those substances that would run them afoul of any drug testing

1 rules or will endanger their health.

2

3 And finally, we must work together, not against one another. USA Track and Field was a victim in
4 Sydney. It hurt not only our individual athletes and the integrity of our organization and our sport,
5 but the entire US Olympic team. We believe that we've been a world leader in drug testing, never
6 saying that we've been doing it perfectly.

7

8 But I should point out that never once, other than the USOC taking over our actual testing in 1996,
9 did anyone ever offer to help. We were part of a system trying to do the best that it could. But
10 what's clear through the success already of WADA and the potential of USADA, that if we all work
11 together, including outside of Olympic sports and including professional sports, we can do a far
12 better job.

13

14 Thank you for inviting me to take part.

15

16

1
2 **Mr. Steve Hill**
3 **Coach, Davis County (Utah) School**
4

5 General McCaffrey, Mr. Ibarra, thank you for allowing local coaches and local athletes to have a
6 voice here today.

7
8 I'm pleased to bring good news today. It is that most of the youth are not drug users, that drug use
9 is not the norm among our young people. Most of our young athletes are not using so-called
10 performance-enhancing drugs; however, the use of these readily-available performance-enhancing
11 drugs is becoming increasingly acceptable and tolerated by our young athletes, their parents, and
12 even some coaches.

13
14 A decade ago in the area where I coach, we were dealing with the number of athletes who were
15 being supplied with illegal steroids through a local gym. At that time, it was relatively easy to
16 convince parents, athletes and others that these steroids could do long-term damage. We were able
17 to point to dramatic examples of long-term effects and emphasized the illegal implications of
18 continued use.

19
20 Materials and resources were available through various athletic organizations. A then popular
21 show, "21 Jump Street," even devoted an extended episode depicting damaging effects of a high
22 school football player's steroid use. This video was made available to show to student athletes and
23 to parent groups, and we felt our efforts in this area helped to decrease drug use among our athletes.

24
25 Today, however, we face, and especially in our area, an increasing competitive drive to be number
26 one at any cost. Young men and young women aspire to emulate Olympic and professional
27 athletes. These high-profile athletes' use and their highly-publicized successes serve to confirm the
28 belief that drugs can only help one to achieve. The drug use is acceptable.

29
30 In the Internet. Many athletes and their parents believe these are safe drugs and without side
31 affects. After all, they say, andro was legal in some professional sports.

32
33 Our experience is that student athletes are increasingly using these performance-enhancing
34 supplements, and that many that are currently banned in professional and Olympic competition, but
35 again readily available to junior high, middle school or high school athletes.

36
37 We also see with this an accompanying use and abuse of over-the-counter stimulants, such as
38 caffeine, ephedrine products, et cetera, as well as an increase in the use of illegal drugs to deal with
39 the pressure to excel and to win.

40
41 A few months ago, I had in my office as a result of a series of fights, a student that had been
42 involved in several fights in his school. During our interview, I inquired about his drug use. His
43 response was swift and firm, "Drugs are for idiots. They will ruin you." We were still curious,
44 however, about this young man's use. Although he maintained he wanted to be a college athlete and
45 would never do drugs, there was no explanation for his unexplained outbursts, including attacks on
46 his girlfriend and his mother.

1

2 No drug use ever? No, none.

3

4 Our conversation then turned to his size and his strength and his daily workout regime. He was
5 equally quick to attribute his success to the use of what turned out to be enormous doses of over-
6 the-counter supplements.

7

8 Upon hearing this, his mother breathed a sigh of relief and explained that she was so pleased and so
9 happy that he wasn't using anything, quote, "damaging or illegal." As aside, his girlfriend was also
10 using these same drugs to improve her athletic performance and a few months later became
11 involved with illegal drugs.

12

13 She said her use was to help her cope with the pressures of school and athletic competition as well
14 as a personal drive combined with family and coach expectations, which she explained were
15 extremely high for her.

16

17 Our experience with student athletes that use these drugs and abuse over-the-counter drugs and
18 supplements suggests the following contributing factors: These drugs do work in the way that
19 athletes desire. Sometimes I think we try to convince kids that drugs don't work, and they find that
20 they do.

21

22 There's an adolescent perception of invincibility. There is an increasingly apparent perception of
23 acceptance of drugs among athletes, including their peers, as well as highly visible athlete. A
24 perception, real or otherwise, of parent, coach and governing bodies accepting use; a belief that
25 there are low or no serious side effects and extreme pressure to win and to excel.

26

27 Athletes this young find more reasons to use versus more reasons not to use. And again, parents
28 and society don't see this group, if you will, of youth as typical drug users.

29

30 As Mr. McCaffrey as aptly stated, "Drug use in sports today has reached a level that jeopardizes the
31 integrity and legitimacy of athletics as well the health and safety of athletes and our youth. This
32 problem affects far more than a few elite athletes."

33

34 I agree with and I applaud the Office of National Drug Control Policy and their national anti-drug
35 media campaign. I would encourage the continued use of their outlined strategies and urge that
36 they be expanded to include campaigns of providing information directed specifically to parents
37 and to youth coaches.

38

39 Thank you again for allowing me to speak.

Open Discussion

1

2

3 **Mr. Mickey Ibarra:** I wonder if we could open the floor. We've got, fortunately, the time.
4 Everybody's been so disciplined in focusing their initial remarks. Why don't we open the floor and
5 direct any questions at or to our original presenters.

6

7 Yes, please.

8

9 **Question:** I'm Angela Schneider from Canada, University of Western Ontario. My perspective is
10 coming from the ethics perspective – ethics in sport perspective. And what I was really happy to
11 hear is the emphasis this morning on education.

12

13 A few people have been talking about that in particular. And we've been trying to focus on that in
14 Canada. And my comments are more in the words of suggestion, the challenges with trying to
15 focus on education.

16

17 If you don't separate your budgets up front, it won't happen because the money will get pulled into
18 testing and into legal fees, litigation and all these things that drive the system. And so you have to
19 prioritize education at the front and give it its own budget, and it's got to be a systemic education,
20 not just for the athletes, but for the coaches, the parents, the system because it's the system that's
21 sick and needs that help.

22

23 In ways that we weren't able to, maybe you can as you start with USADA, make sure up front, make
24 a commitment – fifty-fifty. Fifty percent's going to education, or whatever it is, and that education
25 is going to not just focus on the medical side, but the social science and humanities side, the reasons
26 for dispositions to motivations to use drugs; getting up the demand side from the psychology side
27 and the ethics.

28

29 So it's a real challenge to stay focused on trying to get some education out there, and it's the only
30 that's going to do prevention.

31

32 **Mr. Mickey Ibarra:** Comments very well taken. I think you are correct. The front end isn't
33 testing; it's dealing with coaches.

34

35 To get back to Coach Hill's comments, early on, Rob Housman and I and others blundered into the
36 sort of intuitively obvious fact that some of the most credible people in our society in formation of
37 youth attitudes are coaches.

38

39 They actually spend more time with our children than do the physics teacher, or in many cases,
40 mom. They have greater credibility, and when they tie an anti-drug attitude into athletic
41 performance, it sticks. We put together sort of an ad hoc effort a few years ago on the coaches.

42

43 I don't know if you remember seeing that. But it wasn't funded, so you're right on the money. We
44 need to get organized on this in providing materials and resources to U.S. coaches.

45

46 Any other thoughts?

1

2 **Question:** I'd like to ask Coach Hill, how can we best help you? What are the things that we can
3 provide to coaches and parents who are coaching to get that message out?

4

5 **Coach Hill:** Well, I think some of the efforts that we see on television, Internet, are very valuable.
6 They are typically targeted toward athletes specifically. And often, parents and coaches don't see
7 their role in that. There aren't specific materials available for, say again, parents, and getting
8 materials in the hands of coaches is often a difficult process. But I think that materials that would
9 specifically target those groups that are extremely helpful.

10

11 There is credibility among these elite athletes that sit here today when they say that they don't use
12 drugs to enhance their performance. And certainly, the interdiction efforts, the testing efforts are
13 valuable, again, when combined with those education efforts that oftentimes have parents and
14 coaches pushing young athletes into those situations and allowing it.

15

16 **Question:** Coach Hill, what about the coaches associations here in Utah and just nationally? How
17 engaged are they and what ought they ought to be doing?

18

19 **Coach Hill:** I think there's been a heavy push in this area with regard to the use of illegal drugs.
20 The use of those over-the-counter supplements really opens up a can of worms for us in terms of
21 how do we police it, how do we enforce it.

22

23 There has to be a real emphasis on self-policing. Those organizations haven't quite figured out how
24 to do that, so it really falls to individual coaches, individual schools to do that. It's a difficult task, I
25 think.

26

27 **Question:** One of my observations as I've gotten more involved in this is also when you talk about
28 the coaches, there is the implicit pressure combined with what I would call the "who's going to
29 blink first" psychology. And so, here you have coaches who know what's out there and know what
30 works.

31

32 And the way they're sending the messages when the steroids started in collegiate football back in
33 the late 60s and early 70s, coaches would simply say, "I want you to come back from summer
34 vacation thirty pounds heavier." So there was this implicit pressure knowing what was out there.

35

36 So a big part of the education is getting to the coaches. But these are the coaches in professional
37 and Olympic sports at the highest levels, because that same implicit pressure is what is there. You
38 don't have to tell someone to take a drug. You just have to put the pressure on them to perform to a
39 certain level, knowing that the only way that they can achieve that level is to be on that drug.

40

41 And that really is an area in which the coaches become involved. And how you get beyond that
42 "who's going to blink first" – I mean, everyone can say, "I don't want my people using these drugs,"
43 but it's the old, as General McCaffrey said, "Everyone else is doing it, so I have no choice."

44

45 And so I think one of our major goals is how do we somehow – and the only way I can see is the
46 certainty of getting caught. But beyond that, how do you attack that psychology at the coaching

1 level, which puts the implicit pressure on the athlete because the coach has somehow found a way
2 to rationalize, influencing the child without actually stating it.

3

4 **Mr. Mickey Ibarra:** Doctor Nash, please.

5

6 **Dr. Nash:** One of the things that the National Institute on Drug Abuse has been particularly pleased
7 to support in recent years has been the ATLAS Program that was initiated by Doctors Lynn
8 Goldberg and Diane Elliott. ATLAS is an acronym that stands for "Athletic Training and Learning
9 to Avoid Steroids."

10

11 It is, has been piloted in Portland, Oregon in thirty-one schools. And the result of its pilot test has
12 shown that it's reduced somewhat, not only anabolic steroid use, but also reduced other illicit drug
13 use, such as other marijuana, and it has been able to reduce other inadvisable behaviors, such as
14 driving while drinking.

15

16 I'm happy to say that Salt Lake City is going to be the next place where this is going to be
17 implemented. And [inaudible], of course, is happy to support the evaluation process on this
18 program.

19

20 What this is, is a training and nutrition program that's sort of given by coaches to their athletes.
21 They also use pure trainers – kids that are the age of the adolescents that are being trained here.

22

23 And so they get advice on the proper techniques for training and athletes. They get advice on proper
24 nutrition. They do get a message over the course of several on how to avoid illicit and licit drug
25 use. And they also have parental involvement. It lasts anywhere from seven to fourteen weeks,
26 depending on how it's implemented.

27

28 And within two years, a similar program called the Athena Program will be directed at teenage
29 girls.

30

31 **Question:** If I can comment on an issue that, I think, faces all of us who address this educational
32 issue, and it's how to approach the message and what to say as a predicate to introducing a program.
33 And I think there's been some reference to it, but it's very important. That is, if the predicate that
34 everyone is doing it, and we've got to stop it, that you can't be an Olympic athlete unless you cheat,
35 we send absolutely the wrong message. And yet there are many in this movement who have made
36 that the predicate.

37

38 That's the reason for having programs. There is no evidence that that's true. I can only speak from
39 my personal experience, admittedly, a little bit outdated at this point, that no one in my event when
40 I was competing was cheating in any way.

41

42 So there was at least one event, the men's mile or fifteen hundred meters, where the athletes were
43 clean and were not using performance-enhancing drugs. It's not necessary. We have athletes at this
44 table who are proof of that.

45

46 And so we can't begin with that as the rationale or the predicate for the programs because that in

1 itself influences the coaches as Frank was saying.

2

3 On the other hand, we as a society have a larger issue that affects our ability to have a credible
4 message here, and I often tell the story about my own personal case.

5

6 When I was the fastest kid on the block, encouraged to run in July 4th race, my parents would say,
7 "Well, why don't you eat a candy bar before the race because that will give you energy for the
8 race?"

9

10 In high school, I had a coach completely above board. His interests were that I succeed in the most
11 appropriate way possible. But he suggested once or twice that I eat raisins or dextrose tablets or
12 something of that sort. [Inaudible], someone who we might have questions about with respect to
13 how he won his gold medals, won his gold medals in Munich. He said that he took Bee pollen, and
14 everyone on my college track team started Bee pollen.

15

16 And thank goodness when he won four years later and said that it was reindeer milk, there was no
17 reindeer milk available in central New Jersey because we would've bankrupted ourselves looking
18 for it.

19

20 But you can see the point, which is most, if not all, of the things I just mentioned are acceptable
21 performance enhancers or psychological performance enhancers. And every athlete today probably
22 does something, whether it's merely vitamins or milk or whatever they might drink that is perceived
23 by them and their coaches as helping their performance and training.

24

25 And it's that line that has to be drawn, and firmly drawn, as to what's legal and not legal that is
26 critical. And it's our job to make sure that society helps us draw that line very, very clearly so
27 there's no doubt about it at all.

28

29 **Question:** I would like to comment that in the United States, we really do not have a systemic
30 system of coach certification. It's basically "teach yourself." It's the mom, the pop goes out as the
31 coach. I sort of like to ask Angela because it's different for neighbors in the north as to how you
32 deal with that in Canada and what impact that has on coaching attitudes and knowledge.

33

34 **Dr. Angela Schneider:** We do have a level of coaching certification that runs from level. I think
35 we're now up to five. It used to focus just on technical certification that they were able to do just
36 that part. But now in recent years, there's been a focus on the psychological, nutritional, and now
37 ethics, too.

38

39 So there is in place a system to put them through an educational process. The assessment is not
40 very accurate. It's a "pass/fail" if you show and get through the thing, and that needs to be
41 improved. But at least we're getting people to come and participate, and there is a recognition of
42 that level of certification.

43

44 **Question:** If I might, I think our local association has had a great influence on the American
45 coaching effectiveness training program, asking our local coaches to be certified. And there's been
46 a good effort in that respect. I think our universities do some excellent training, and I see a couple

1 of people here from University of Utah.

2

3 I think, again, our difficulty at the younger level is apparent perception that these drugs are
4 acceptable and that they do no long-term damage. If they did, why would those professional
5 athletes be using them? So there is a heavy perception in that parent group, and again, among some
6 coaches, that it is perfectly acceptable; that is absolutely legal to use.

7

8 And then again, for those young athletes, if one is good, two is better, and if two is better, then three
9 is really best. And so there's a tendency to not only use, but to heavily overuse those supplements.

10

11 **Question:** Part of my view in this in how the coaches, the parents and everyone views this – and to
12 speak a little bit not so much in response to Craig but maybe to elaborate – a lot of this has to do
13 with just at what point you place your own personal denial in this. And one of the beauties of
14 working with General McCaffrey – as you know, mention was made of his storming the Hill and
15 mention was made of being a loose cannon.

16

17 I think he's sort of stormed the Hill dragging his loose cannon behind him. That's my image of
18 General McCaffrey. But there is a method to his perceived lack of self-control, which anyone
19 who's spent any time around him can tell you works very effectively for him.

20

21 But I think I personally in this problem would rather err on the side of being pessimistic about the
22 numbers and being pessimistic about the extent of the use. Because America is – and we're going
23 through this right now – we're a nation that in a sense expects crises from time to time as we have in
24 the election right now. And then we resolve those crises and go on in a period of equanimity.

25

26 But in order for the American public to react, they have to truly perceive a crisis, and in this case,
27 we have to get over our denial. As much as it's wonderful to see professional sports represented
28 here, all of us who are next Sunday going to lie on the couch and watch the football game are to a
29 certain degree practicing a certain amount of denial.

30

31 So I think as we pursue this along with the "who's going to blink" attitude that we have to have. I
32 think we also have to always – as we're evaluating every aspect of what we're doing – consider the
33 denial factor in the same way that the parents of these children are in denial. They want to be
34 convinced that there is no harm. Many people would like to think that the use is not as pervasive as
35 it is.

36

37 A big part of this education and what we need to do is to educate the coaches and the parents
38 because a big part of this is these young kids know. They know what they need to use; they now
39 where they can get it. As they reach a certain level, then their coaches kind of learn from the
40 athletes, not vice versa. They become involved in that process.

41

42 And all the way along there up until now, all of us parents lying on the couch watching sports on
43 television have been practicing a certain amount of denial. And so I think that's what we really also
44 have to consider as we go through today.

45

46 **Don Johnson:** I'm with the FBI, but my comments would probably be more appropriately from me

1 as a parent and as a grandfather.

2

3 I applaud what you're doing. I am impressed with what I've heard here today. I was raised by
4 parents who taught me that it's not whether you win or lose, but it's how you play the game. It's not
5 whether you win or lose, but it's how you play the game. And what I'm hearing you say today, and
6 what I've experienced with my grandchildren, it's win. We're focusing on winning.

7

8 Now you're shifting the effort to how you play the game. And that's where I applaud you because
9 our youth have to understand if they don't play fair, if they cheat, if we set the parameters and tell
10 them what they can and cannot use in athletic events, and if they don't play by the rules, they lose.
11 It's okay for them to focus on winning, but they got to play fair.

12

13 So I applaud what you're doing. I think it's a great effort.

14

15 **Question:** I want to pick up on what our coach told us, and that is that our coaches are focusing on
16 legal drugs and what we consider these legal drugs are sneaking up on them.

17

18 I was privileged to be invited by the Senate of New Hampshire annual meeting of athletic directors
19 and gave them what I thought to be a very low-key talk about some of these dangers. And an
20 interesting thing happened: Many high schools have Sobee – that's a creatin-laced soft drink – on
21 the shelf in the cafeteria next to the milk and next to the Coke.

22

23 A couple of coaches called me as recently as last week and said, "They're off our shelves." Creatin
24 is not harmless, especially when taken in combination with ephedrine and other stimulants. It can
25 lead to sudden death or kidney failure and lifetime dialysis. And they're not going to get enough in
26 one bottle of Sobee to do it. When they go home, they buy more on the Internet.

27

28 And you know, Doctor Garrett, who is someone known to many of you at this table, who's involved
29 with the pediatrician said the most common complaint that his kids – eight, nine, ten and eleven
30 year olds – tell him about the creatin they take is that their acne gets worse.

31

32 Now the skin is not a target organ for creatin; it's a target organ for testosterone. So when they go
33 to the web and they buy creatin, it's more likely than not laced with testosterone.

34

35 So just sharing with the athletic directors in New Hampshire was an epiphany, and I can't tell you
36 what a pleasure it was to do. And it's the kind of thing we want to do a lot more of. Just call.

37

38 Thank you.

39

40 **Question:** Can I ask Terry Madden – Terry, the charge to our chairs of this task force is to figure
41 out what the federal government can do to help. One of the important questions is as you go, and
42 Frank also, to move USADA ahead, what do you need from us?

43

44 **Terry Madden:** The last part of the puzzle I'm putting together with our organization is education.
45 We've already met with Blue Cross Blue Shield many months ago. Education is a key element the
46 government can help us with, but we need more money for research. We need to catch up and get

1 even with the athletes who have decided to cheat.

2

3 But then we need to get ahead of them. So research funding would be great. We, like everybody
4 else, are non profit, but we're moving down the road. Our budget's about seven million annually,
5 but we've committed two million per year out of our funding to research. The experts have told me
6 in the areas of anti-doping and sport, and I'm not an expert in this area, but you need funding of six
7 to ten million dollars per year to conduct adequate research.

8

9 So with WADA's program, other countries' programs, we're probably up at about the sixth level,
10 but if we could get up to the ten level and coordinate them – all the countries, WADA, USADA,
11 and all the international drug agencies – we'd be well down the road.

12

13 **Question:** And in terms of your long-term planning purposes, what's your time frame on that
14 would you like to see us adopt? Year by year?

15

16 **Terry Madden:** I need two things. First of all, I need quadrenium (sp?) funding for USADA.
17 Right now, we're on a year-to-year basis for the government. Our arms length contract with the
18 United States Olympic Committee to conduct the testing and the adjudication processes for the
19 athletes – that'll be quadrennial funding.

20

21 We would like the Congress to move forward. So I can budget for four years, I need to know where
22 our money is coming from. We're going to do five thousand tests this year, or in 2001. Our first
23 quarter will be low in testing because we're installing new databases. Where we want to be in the
24 year 2004, the year of the Athens games – eight thousand tests and fifty percent no notice or out of
25 cop, however you wish to refer to them. So I'm going to need more funding to go from five to eight
26 thousand tests, also.

27

28 **Question:** You want to speak about imprimatur also?

29

30 **Terry Madden:** The other – imprimata or imprimetur – it depends which Jesuit school you went
31 to. We need from the federal government some type of one line designation that says "The
32 United States Anti-Doping Agency is the official drug testing agency for the Olympic movement in
33 the United States." And why do we need that? Because right now, we're not invited to the table of
34 the Council of Europe, and we still might not be with that.

35

36 We're not invited to the table with IATA, which is the International Anti-Doping Agencies. They
37 want us to sit there with ONDCP. We are forming currently a Council of Americas, which will be
38 strikingly similar to the Council of Europe. Ole Sorensen is leading that effort.

39

40 The United States Anti-Doping Agency is in that working group. And now we'll have to call in
41 ONDCP for the February meeting because I believe – Rob, is it OAS that will host this and sign
42 this in April possibly, and we'll either have our Secretary of State or some equivalent signing that.

43

44 But I need a government imprimatur that says we're official. And I don't know if that's one line –
45 we've discussed this – attached to some obscure bill, however it gets done. But we need it done.
46 And the quicker, the better for us.

1

2 **Frank Shorter:** And the other thing long-term is our independence because we know we are
3 independent. We know we have no conflict of interest. But it's also the perception that's very
4 important. And it's the perception worldwide as well as in the United States because everyone
5 from a foreign country here knows, but maybe Americans aren't aware, that all the wood that's
6 been piled on us, as Rob said recently, has been deserved to a certain degree. And we have to, as
7 we go on, be able to create a way of funding ourselves, that more and more shows that we are truly
8 independent.

9

10 So we are now relying on government funding; we're relying on USOC's funding. We would hope
11 that in the future, a big part of the education process would come from the private sector. We also
12 acknowledge that getting Blue Cross and Blue Shield to fund testing to try to catch cheats isn't
13 really the kind of things you'd like to be involved in.

14

15 And so, we do have to figure out where the money's going to come from. But the jump start that
16 General McCaffrey gave us is tremendous, but again, we understand that appearance and reality
17 have to be blended together here. And we are truly independent.

18

19 And what I'd like to point out here is that the board – Terry, for instance – very, very successful in
20 other areas, and I won't go into it. But our entire board is made up of people who essentially have
21 in essence already had their success.

22

23 So we're not looking for this to take us anywhere else than where we are. And I think Donna de
24 Varona is someone who works in the same fashion. And so I think I just want to let you all know
25 that. Arturo, I told them about transparency, and you might want to repeat what your definition of
26 transparency is.

27

28 **Comment:** Well, I spoke to the Council of Europe in the last thirty days – IADA, IKADS, which is
29 all they could help me with. Our definition of "transparency" – it's very simple: we'll invite any
30 other drug testing agency, any member of the Council of Europe, WADA, the IOC can show up any
31 day of the year on our doorstep and come in and audit us. We have nothing to hide. No longer do
32 we expect our NGDs or national federations to ever be accused – or they're out of the game – of
33 delayed testing, hiding testing, or whatever.

34

35 It's USADA now. We invite them in. We've invited the international federations into our
36 adjudication process. They can appear as party or observer. We want buy-in from them. Our
37 adjudication hearings are only case arbitrators – the highest tribunal in sport. We expect to finish
38 every hearing within a hundred and twenty days; that's our goal.

39

40 There's no more delays. We're in this for real. Our national federations should never be accused of
41 anything again. If there's a screw up from right now, it's me from here on. You can come to my
42 doorstep. We're the people; we're in charge; we have complete jurisdiction.

43

44 **Comment:** And we're replaceable on a daily basis.

45

46 **Comment:** I just want to support what has just been said because I think that many people in this

1 room do not know that the perception of us in the United States is very negative. Most of the world
2 thinks we pre-tested our athletes before the Olympics so they'd go clean, and we taught them how
3 to cheat. This is not true, but that's the perception.

4

5 And when Terry talks about the fact that we need to be designated or USADA needs to be
6 designated as an independent agency, that mechanism will give the United States standing in an
7 international world where we've had none until General McCaffrey charged the Hill and put us in
8 play.

9

10 But when the General leaves – and I'm basically giving what I was going to say during my speech –
11 we have no guarantee that we have access on the protocol level where WADA has been set up. We
12 have individuals, like Doctor Vereen and myself and Doctor Wadler that are some committees.
13 But as far as a presence in a way that gives us the credibility and the protocol we need
14 internationally, we don't have that, and we desperately need that. By force of personality, General
15 McCaffrey and the President and the White House and Rob and Mr. Ibarra, we've had great
16 influence, but the next step is critical that we move forward.

17

18 Most countries have sports minister; they have a sports ministry in their country, which gives them
19 the protocol basis to be present at these meetings. WADA is made up of sports ministers of
20 Europe. Maybe the creativity around that is what we're doing now, which is the American Council,
21 like the European Council. So we had the leverage and leadership.

22

23 I'm not pessimistic because I'm always full of hope, and that's why I'm back at the table. But
24 we're at a very critical step, a watershed moment with the Olympics in Salt Lake. In order for us to
25 move over, we have to give USADA the teeth, the guts, the money, the presence, the description
26 that we need, and internationally through the White House and through our efforts after this
27 Administration changes.

28

29 We need to designate a sports ambassador, a sports minister or something that's definite rather than
30 the force of personality and someone as visionary as General McCaffrey placing this issue in the
31 White House. And I want to include Rob Housman, too. But the more you travel internationally,
32 the more you understand that we don't have credibility and have incredible people now that are
33 independent, that have devoted their lives to making a difference in this area.

34

35 So thank you for letting me have my intervention.

36

37 **Mr. Mickey Ibarra:** We are going to have to reset, recock and move on. Gary, perhaps one
38 further comment?

39

40 **Question:** One quick question for Frank. Five years down the road – what do you see as the inter-
41 relationship between USADA and WADA?

42

43 **Frank Shorter:** Obviously, I haven't talked to the board about this, and I'm not begging off the
44 question. So personally, I would like to see USADA – well, Terry talked about the audit. We want
45 to report to someone. We don't want to be independent.

46

1 We don't want to be totally out there with no oversight. And so I foresee more and more oversight
2 by WADA, and my feeling would be as long s the United States interests could be represented on
3 WADA, the way it is with General McCaffrey, yes – more and more influence there.

4

5 And the way WADA works now, as I understand it, they contract out most of their testing anyway.
6 So I think it's not so much a goal that you would strive. I think it's just going to evolve. I think
7 eventually the two agencies will almost blend together, and that's the goal because I do agree with
8 Craig on this that eventually worldwide, from the athlete's perspective – and again, as the General
9 said – we're here for the athletes. And what you want is for every clean athlete to go into any
10 training session as a youngster or any competition as an adult knowing that this system of testing is
11 to their benefit, and they have security in that system and confidence in the system.

12

13 And the best way to have confidence in a system is an athlete to know that it's consistent wherever
14 they go worldwide. It's something they never have to think about. So it's logical that you would
15 want WADA to eventually be totally in charge, but then all of a sudden, you've gone back into
16 politics.

17

18 And so, that's the goal is to have WADA be as independent as I feel USADA is right now. Then I
19 could go back to my cave, and I would be perfectly happy to have that happen because my goal in
20 this is to have every athlete feel that being clean – that the thought never enters their head to be
21 dirty.

22

23 **Mr. Mickey Ibarra:** Can we take the questions, two comments quickly from the floor, and then go
24 to Johann?

25

26 **Colonel Jeanne Picariello:** Thank you, sir. Colonel Picarello, U.S. Army, World Class Athlete
27 Program, and thank you for including all of us in this conference today. I wanted to support what
28 Terry had said earlier.

29

30 I did a quick teleconference poll of my bob sledders and bi-athletes yesterday. The majority of the
31 U.S. team is from Army National Guard, so they're getting ready for 2002. And they, without
32 question, said they wanted more research. They wanted me to bring anything for it, and ma'am,
33 this goes into what you were saying – the spinoff.

34

35 More research on mental and psychological effects of doping and to promote that in the education
36 instead of the old man syndrome, "Hey, your liver may fall out in twenty years." If you've got the
37 gold medal, you're set for twenty years.

38

39 You worry about that later, so they want to show a theme of there's something wrong with your
40 moral fiber. Your self-confidence is unraveling if you now need to rely on drugs. So I just wanted
41 to throw that out on the table.

42

43 **Mr. Mickey Ibarra:** Let me just add by way of background. Jeannie Picariello is not only a great
44 Army officer and a leader, but we sent her down to Fort Benning, Georgia to take charge of the
45 Army physical fitness training center. She's upgraded the standards of the infantry for us
46 considerably. I welcome her intervention.

1

2 **General Jeff Arbogast:** General Jeff Arbogast. I represent the National Federation of Coaches
3 and their governing board. That is eighteen thousand high schools across the United States
4 representing all fifty of our states.

5

6 We, three years ago, instituted a coaches training program, which is now active in thirty-seven of
7 our fifty states. I also work on the publications committee with that organization, and I've noticed
8 over the last three years a very basic lack of information regarding both legal, over-the-counter, all
9 types of supplementation drug usage, all of that information, in our publications of the National
10 Federation.

11

12 Our coaches federation, which does represent all of those high school and youth programs all the
13 way up the elite level athletes, would love to have more information, more tie-in, with what is
14 going on from this task force.

15

16 I believe that could be at least one of our points of entry that'll hit every single athletic director,
17 every high school coach that receives all of our publications and information as the national
18 governing body of high school and youth athletics.

19

20 And so we do need to do something to grease those wheels, so to speak, to get this operation
21 moving because there are some programs there. There are some programs nationally that would be
22 effective if we get the information.

23

24 I don't think that's a problem right now with any individual entity. I do think that there needs to be
25 some cooperation between the two because we do have a form out there to get information, current
26 information, to all high school and youth coaches. We just have to get that ball rolling.

27

28 **Mr. Mickey Ibarra:** What a hopeful reminder that many of the people in the room have much
29 larger audiences. I know we have a boy scout publication represented here, too. So we welcome
30 your participation.

31

32 **General McCaffrey:** We're going to have move forward I know. But let me, if I can, thank that
33 panel on sports and youth, Alan Korn, Frank Shorter, Craig Masbach, Steve Hill in particular.

34

35 At the end of the day, it's the coaches and these thousands of communities at the end of the day that
36 have probably one of the dominant roles in shaping youth attitudes in America.

37

38 Steve, we thank you for your interjections.

39

40 I also promised USADA – Terry Madden and at Chairman, Frank Shorter – we'll sort this out.
41 We'd better do it in the next twenty-one days in trying to regularize. We've been screwing around
42 with this for a long time. God, it's almost impossible to have anything happen in a democracy.

43

44 I've taught American Government for four years. We purposely created a system where nobody's
45 in charge, and we actually like it this way apparently.

46

1 But we do need to provide some instrumentality in the United States standing to USADA. We need
2 to make sure there is a membership. I think at the end of the day, Donna, the next Secretary of
3 Health and Human Services, the next Director of Office of National Drug Control Policy, using this
4 executive order as a regulatory basis, will continue to implement.

5

6 We do have a U.S. national doping in sports strategy, we've now got a body. We've got money
7 flowing into it, and it's broader than the executive branch. We're going to have continuing
8 oversight out of Orrin Hatch, Bill Bennett, Senator Stevens and others. So I'm very hopeful that the
9 next team will pick this up.

10

11 A final comment on youth attitudes. It's always a sensitive point, you know. I don't for a moment
12 believe that the majority of athletes are doping. I never did find that. I thought it was nonsense.
13 There was also inescapably – you know, America is a good target.

14

15 Why not? We're self critical in public. There's too many of us. We've got too much money. We
16 talk all the time. So we were taking a few hits there, a lot of it undeserved. We ought to shrug that
17 off, though, and keep our eyes on what we're trying to achieve. We did write up a list of objectives
18 for this conference to remind ourselves of our purpose.

19

20 I also think one of the problems – and Steve probably best postured to address this – I talk to youth
21 audiences all the time about illegal drug abuse. And let me just tell you that the standard
22 interjection I have, I know from solid science that most young Americans are not using illegal
23 drugs. You take the twelve to seventeen year old age group as a cohort. Eighty percent of them or
24 greater have never touched an illegal drug period.

25

26 Now you move the ball around and you get different assertions. Seniors in high school – one out of
27 four probably currently [inaudible] drug use. Maybe half of them have been exposed. But
28 basically, if you look at the four thousand students of a huge high school, they're not using drugs.
29 But they think everybody's doing it but them.

30

31 So when I walk in the door, and the class president's there and the head of the cheerleaders and the
32 this and the that, when I ask them how many kids in this school use drugs, they'll tell me, "You're
33 looking at the only people in school who aren't." And that's something that we've got to surmount
34 because until all of us who deal with young people can beat that publicly expressed ethic, we've got
35 a problem.

36

37 And I think the same thing is happening in athletic competition. The winners are being impugned
38 because it's widely perceived by many people that they couldn't have gotten there without cheating.

39

40

41 All of that panel – we welcome your intervention. I remind you we would also look forward to any
42 of your written documents you submit to make sure we can include them in the record. Let me ask
43 Rob to move us ahead now.

44

45 **Mr. Mickey Ibarra:** Before we do that, let me just add my thanks to the panel as well, and in
46 particular, to Coach Hill. As a former classroom teacher in Utah, for five years working with at-

1 risk high school students, I understand, Coach, the important role that you play each and every day
2 with our youth. And I want to thank you for being here wit us.

3

4 Can I add one footnote, which I promised Johann would help him because Johann and I have had a
5 lot of discussion about transparency? And Rob asked a specific question as to what the government
6 could do to help this effort. And I'm going to give an answer which is a personal answer because
7 it's politically incorrect, and I don't want Terry or Frank or Scott Blackman or actually USA Track
8 and Field to be associated with it. And I think one of the things.

9

10 The Amateur Sports Act, which says you may not suspend or remove form competition someone
11 who hasn't had a hearing, ultimately undermines the overall effort that we have here. It's at the
12 core of the challenges USADA will face just as we as the national governing body faced and that
13 the USOC has been facing.

14

15 It is not politically correct to say that we should get rid of that or alter it in some way, maybe just in
16 the drug context, given the history of the Amateur Sports Act.

17

18 But I think the issue of transparency, and I'd like the USADA definition of transparency. The issue
19 of transparency is very heavily implicated by this. What we all care about is a level playing field.

20

21 If the most important thing is the level playing field. Then knowing that an athlete who's tested
22 positive in the USADA and an A and a B positive in a medical review of that to confirm that it's a
23 positive, removing an athlete from competition at that point helps level the playing.

24

25 If at some point they are put back because they win the adjudication, fine. That's okay. But let's
26 get that athlete off the playing field, and right now the law of the United States prevents that. And
27 if the government wants to help, that's something the government could do.

28

29 Now there's a second issue that General McCaffrey asked me to mention. And I'll only mention it
30 – which is I happen to believe that if you are successful in doing that – in other words, removing the
31 athlete from competition – the confidentiality of the process should be maintained until the end of
32 the adjudication.

33

34 But I'll stop; I won't argue that, and I'll pass it over to Rob and Johann.

35

36

1
2 **ATHLETES PERSPECTIVE**
3

4 **Dr. Johan Olav Koss**

5 **Athletes Representative to the International Olympic Committee;**
6 **Athletes Representative to the World Anti-Doping Agency (WADA)**
7

8 I will first start with thanking very much for being invited to this incredible meeting, I will say, and
9 the initiative made by General McCaffrey. I think as someone coming from outside the United
10 States – I am a Norwegian currently living in Canada – looking at what’s needed possibly in the
11 United States to improve the perception of what has been done in the United States by the fight
12 against drug use in sports.

13
14 I will dwell two seconds on that because it has been raised already. The perception internally is bad
15 about the USA, and about what the USOC or other national governing bodies have done to protect
16 their athletes in participating and helping them cheat to compete against international and other
17 athletes in other worlds.

18
19 This is the perception; we put it on the floor and lay it down to you. There is no way you ask
20 anyone outside the United States to believe that American athletes have not been cheating in the
21 past. This is the truth, the perception of it.

22
23 I’m extremely glad to hear, though, that initiatives, especially with USADA and the independence
24 of USADA and the work you are willing to do in the future, especially led by you, General, and
25 other very key, important people, is here now to improve that perception and stands for the
26 transparency of this process.

27
28 My first comment will be to the USADA. I reflect on this, this is my reflection, and it’s a personal
29 reflection. It’s the criticism came from the United States to the IOC in the building of the WADA,
30 where WADA was seen to be an IOC agency done by the sports, and governments at the launch in
31 Lausanne eighteen months ago.

32
33 My reflection is that I don’t see the American government’s involvement on the board of USADA
34 today. I’m not criticizing the members; the members are incredible personalities. But I don’t see
35 the government’s involvement in USADA, and I would like to see that they are more involved on
36 the board of directors.

37
38 I have to say that because it, again, goes back to the perception of how independent it is in
39 reflection of the composition of the board. Certainly with the leadership that has been done for
40 yourself, General, and your office, has proven the independence and, from an athlete’s point of
41 view, has pushed this through the WADA and gives athletes more trust in WADA itself; that I
42 totally trust the people in USADA.

43
44 It’s not a criticism of what they, but the perception can be that this is just another USOC. I have
45 said that even though they are open and independent and controlled it is.

1

2 We would hope, certainly with the commitment that the American government has been shown,
3 that they will go in and take a leadership position on the board to help all the issues Terry and Frank
4 have shown, which is important because then we can have the funding available. I won't go in to
5 that because I think the most simple thing is to say here, as Terry Madden said, we need money.

6

7 I think USADA needs money, and I hear that you're going to have five thousand tests in 2001. And
8 I just want to reflect on that, that Norway tests almost three thousand tests, and we have ten
9 thousand athletes compared to your eight hundred thousand athletes. I believe that in comparison,
10 we also do more up to eighty percent of tests out of competition [inaudible] testing for our athletes
11 in Norway.

12

13 And I'm saying that just to show you that the dedication from other countries, though I agree with
14 Craig that there's a look [inaudible] world that shows a fight against drugs, like Canada, Norway,
15 Australia and others how much more numbers of testing in comparison to the numbers of athletes.

16

17 I want to go into a couple of other roles of WADA kind of very quickly. I think one of the key
18 things that came out of the meeting was the harmonization of the rules, the harmonization of the
19 lists, and that they will have one list across all sports and across all national and international
20 federations. But not only the lists, but the rules and the legislation, the sanctions and the
21 procedures. I think that was one of the keys.

22

23 The other key we came up with, of course, which has to be fulfilled is research. This research, I
24 understand also from the discussion we had so far here today, is research on three levels:

25

26 It's research for the protection of the undetectable substances. There are still substances out there
27 we can't detect. We need to find research for that because we know there are uses of it.

28

29 Secondly, I believe it's important to do social research. We sitting around here as experts, we have
30 only a sitting perception of the use of illegal substances in sports today. We don't know. I think for
31 me, it's incredible because we should know the uses of them.

32

33 I believe, like McCaffrey says, I believe that it is a minimum number of athletes who are using
34 drugs, though the stigmatization of the winner who wins something is huge. This is totally unfair to
35 the athletes. I believe in the same mechanisms as McCaffrey refers to when he refers to a school,
36 when you go into illegal substance abuse that, "Okay, we are not using it, but of course, the rest of
37 the world is using it." The same perception is in sports, and we have to combat that. And I think
38 we can combat it by social research to find out where we are today.

39

40 I hear also from athletes that they want to know about the harm that substances are actually are
41 doing. There is a lot of research on that. I think it's basically - steroid we know. We know also
42 these other supplements, which we can put in the ethical gray area of use. And I think we need to
43 focus on that. And I will use this opportunity while sitting in Utah to look at the nutritional
44 supplements.

45

46 I think when I reflect on what Coach Hill says earlier with the special use of these nutritional

1 supplements and the legal stand here in the United States that you don't necessarily need to declare
2 what's contained in these supplements.

3

4 I believe it's not only affecting American youth. This affects youth and athletes all around the
5 world. We know that lots of those supplements are produced here in Utah basically, but there are
6 also other places all around the world.

7

8 I have stories similar to Coach Hill that says of athletes coming from eastern bloc countries using,
9 saying, "I'll only use this substance, and it's legal, and it's actually produced in the United States,"
10 and, of course, it's not labeled. The declaration is in Russia of what's supposed to be in there, but
11 it's never containing any of the illegal substances.

12

13 Of course, athletes become victims, and it becomes an incredible problem to protect themselves to
14 what they want to use. I wonder sometimes; I think we all see [inaudible] as Craig and Coach Hill,
15 and we know that we want to take something if someone else takes it, and they believe it's legal and
16 it's performance enhancing.

17

18 I don't believe, as Coach Hill said, that all these supplements are healthy. I hope they aren't, and I
19 know they aren't, and I think it's more of a perception. It certainly can give sort of a psychological
20 edge to it. But we have to prevent this, and the only way to prevent this is through education,
21 through important peers of the athletes, through the coaches, through the parents, and especially
22 through the athletes themselves.

23

24 And we need to focus, and I kind of agree with what Angela said earlier that we need to focus funds
25 on education, on the moral stance of what we want to do. And our representative from FBI, I also
26 will applaud you because how do you want to stand on the podium knowing that you have cheated?

27

28 I mean, if I knew that I was cheating and standing there receiving my gold medals, I will never, ever
29 be proud of those medals. I know that that has come to me through my coach, which I had when I
30 was younger kid who said, "You should always, always play fair. One day, it will be your time."
31 That's all this pushing on the fairness of the competition. It comes from peer people, which should
32 be important for you all the time.

33

34 I also have been evaluating a long time your own recommendation of the storage of samples for the
35 non-detectable substances through research at the [inaudible] stage. And everyone comes up with a
36 reasoning that it's logistically impossible and it's medically research impossible and you can't
37 detect it. I think prevention-wise, to use some of the undetectable substances is the key element.

38

39 I don't say that we should store thousands and thousands of urine samples that Terry Madden is
40 going to collect. But you should have the opportunity that some athletes know that they may be
41 stored and it will tarnish their reputation – not in twenty years when their liver is damaged, but
42 actually two years down the road. And they will get all the problems in two or three years. It has to
43 be a certain limitation when these possible tests can be done.

44

45 I would like to use this opportunity, again, to open up for the ISO nine thousand and two quality
46 system. And that's implemented in the control testing system by USADA. And I see Terry is

1 nodding his head and feeling that he's kind of left outside of the IATA countries, but I do know that
2 it is just a financial contribution.

3

4 And you will be part of that, at implementing that, as part of a very important quality control testing
5 mechanism, which will create that consistent system where athletes are searching, where we see
6 that we can have everywhere in the world. And I challenge you to go into that because I think it's
7 extremely important.

8

9 I do want to reflect, as Craig says, I'm probably one of the vocal outside the United States who
10 reflects on the differences between the Amateur Act in regards to the confidentiality and the
11 temporary suspension of athletes in regards to positive tests and a full proceeds hearing and appeal.
12 The role today, and I will show an example – when WADA did test out of competition testing
13 before Sydney, there was only testing nine weeks before the games. There were several positive
14 samples where they followed up by only analytical examples.

15

16 One incident was in track and field, as you know. It was an athlete on the field warming up for the
17 competition realizing that this athlete has tested positive out of competition. He was taken off the
18 field and not able to compete in Sydney as a temporary suspension because there was a analytical A
19 positive.

20

21 And I realize that this is not happening in the United States. It needs to happen to co-exist with all
22 the worlds' leading agencies and policies on this. I mean, I understand it's a hundred and twenty
23 days from an A sample to the hearing process and the appeal is finished as proposed from USADA.

24

25 I believe it should be much shorter. I proposed thirty days for that. I believe that it should be only
26 two weeks between an A and a B sample tested. Our question sometimes is that – and I see
27 [inaudible] has left the room now – but she can confirm that B samples always come from A
28 samples in a lot of cases as long as they are tested in a similar time between each other.

29

30 Sometimes the B samples are tested three and six and ten months down the road. And of course,
31 because of the consistency of the substance in the urine sample, it changes the lab results will be
32 different than what they had ten months earlier. And I wanted to reflect on that because I think this
33 is extremely important, again, to improve the perception of what you're doing in the United States
34 to the world and that they are following the same rules as the international.

35

36 Just two comments about what we hope could be happening in Salt Lake City and what's
37 happening here. I believe that Sydney was a leading and the Australian government showed a
38 leading force to prevent doping use. They both involved the out of competition testing before the
39 games from the Sydney organizing committee to get it to the [inaudible], but also the involvement
40 of the independent observer during the process. I mean, an independent observer is extremely
41 important to build trust from the athletes to the process of what's happening. I believe that is
42 extremely important for Salt Lake City.

43

44 I also see from the report, and I would like to share. And all of you in the room should go on
45 WADA's Internet site, which is wada/ama.org, which has an independent observer report because
46 that is a very important document to see how this process within competition should be done.

1 There should certainly be guidelines for Salt Lake City. I believe that is a key for us.
2
3 We talked about education campaign and that the funds need to be donated based on the [inaudible]. I
4 would like one minute to talk about the volunteer anti-doping passbook, which is an athlete
5 initiative to try to show proof that athletes are free of drugs.
6
7 You want to have volunteer proof to show and stand up. It's a similar thing to the health card,
8 which the Blue Cross is showing, but this is even more in depth, and I've shared with you all a
9 document here which is based on the concept. But it basically builds on a proven record of all the
10 tests you've done so the athletes know what the labs know.
11
12 Today that is not happening. And it's a big weakness of the whole system that actually people in
13 the system know more than what we know when we have been tested. And we should know; we
14 should have rights to the results, even though they're negative. We should know what the numbers
15 are.
16
17 Also, but sad to say, during the IOC's hearing, the athletes came to the hearing not knowing what
18 they were tested positive in, and then they're unable to defend themselves, which is sad. This will
19 hopefully change in Salt Lake.
20
21 And then the educational component with the athletes passport is an ongoing educational campaign
22 for them to have an ethical stand on drug-free sports. And I believe you should strengthen this
23 initiative by having USADA enrolled as well as the United States Government. So thank you so
24 much.
25

1
2 **Mr. Brandon Slay**
3 **U.S. Olympic Gold Medalist, Wrestling**
4

5 First of all, I'd like to let you all know, thank you, very much, for giving me the opportunity to be
6 here today. This is extremely exciting for me. I just finished wrestling the Olympic finals 67 days
7 ago.

8
9 So, my life has changed drastically in the last two months. And, I'd have to say, I've learned more
10 lessons in life over the last two months than through the rest of my 24 years. I just turned 25 years
11 old.

12
13 And, for many of you who don't know already, I got a silver in Sydney. And, the German received
14 the gold. A lot of people say the German won, I say, he received the gold. And, about three weeks
15 after the Olympics when I finally come to peace with that silver medal, I was extremely pleased to
16 be a silver medalist.

17
18 I was going around to elementary schools and I was telling kids that there was more to life than
19 gold medals. I've come to find out that one of the eight freestyle Olympic gold medalists in
20 wrestling had tested positive for steroids.

21
22 And, so, initially, like I got the chance, it's a wonderful opportunity to tell many people about it last
23 night. Initially, I felt, well, I have 1/8th of a chance to be an Olympic champion because there is
24 eight different weight classes. And, the United States has a 25% chance of having an Olympic
25 champion because we had another gentleman receive a silver.

26
27 And, I passed it on and thought, well, it probably wasn't the German who won. It probably wasn't
28 him because this was his fourth Olympics, he's been wrestling for many years, he was 33 years old.
29 Why would he choose to take steroids? I'm sure he's been dreaming his whole life of being an
30 Olympic champion. Why would he choose to flush his dream down the toilet by rolling the dice,
31 breaking the rules, breaking the law, cheating and taking drugs?

32
33 So, I continue to live my life as a silver medalist, I continue to tell people that there is more to life
34 than gold medals. Then, we come to find out that it was the German in my weight class, that they
35 had given me the gold medal. And, I was, you know, thank God, I was extremely blessed to receive
36 that gold medal.

37
38 And, what worked out extremely well is, many people said, you know, Brandon, is that, is that gold
39 medal tainted, I bet you really wished you would have won it over in Sydney in front of all your
40 friends and family over there and done it the right way.

41
42 And, now, looking back on it, I'm extremely blessed and extremely fortunate that it's happened this
43 way because it has opened up a forum for me to speak on this drug issue. And, it was a wonderful
44 opportunity because they have the gold medal ceremony on the Today Show in New York City in
45 Rockefeller Square in front of, I think they said, four or five million people were able to see that.
46 And I know all the children back in my hometown and the whole area of North Texas in Amarillo,

1 Texas, they stopped school, they brought all the TV's in and showed this gold medal ceremony to
2 all these children. In which I got a chance to elaborate on the fact that it means so much to me
3 because it has opened up the forum.

4

5 And I challenged those kids, you know, on the Today Show, I said that drugs, not only can you lose
6 your life, but, you can lose your lifelong dream, and, like the German did. And these kids have read
7 the articles. They know the story. It has put a story in their mind, a factual example of where they
8 know that if they chose drugs that they could lose their life and lose their dream.

9

10 So, the medal is not tainted to me at all. And it means so much to me that it has happened this way
11 because if I'd have won the gold medal over in Sydney, it would have come on at about 1:00 in the
12 morning because wrestling doesn't come on primetime, unfortunately. And not as many people
13 would have got an opportunity to see that. So, the Today Show and the way it has happened means
14 so much to me.

15

16 But, as far as me being here, I'd have to say, arriving here, I do not know tons about these
17 organizations. I'm definitely willing to learn. I want to be involved. And I'm ready to read and
18 listen to what anybody has to say, you know, about WADA and about the USADA.

19

20 Just to tell you a little bit about what my views on how to change the drug policy are and what, you
21 know, I've been doing and what we've been doing, my group, is that, personally, I think, to turn
22 people away from drugs you have to change their values. Because, me, as an athlete, the reason I
23 would never chose to do drugs, just like Johan was saying is, he was speaking of that guilt
24 mentality.

25

26 If you do drugs and you end up winning, you are going to have to live with that guilt for the rest of
27 your life. And that is your internal thing, that's a value-based thing, and that's what turns people
28 away from drugs. And that is why 80% of our school children choose not to do drugs is because
29 they have strong values, they've been raised right. Their coaches teach them right and they have
30 that strong internal value that keeps them from doing drugs.

31

32 As far as combating that on the nation, our children, we have to, the ones that are having problems,
33 we have to try to change their values. And that's what we've been doing. Since the Olympics, I've
34 probably spoken to 40 schools so far. It is really neat. They show the Today Show gold medal
35 ceremony before I walk out there to speak to these kids so they are already fired up about what is
36 happening.

37

38 And, my best friend and I, we started a company, it's called Greater Gold. And, what Greater Gold
39 means is, I tell kids how wonderful the gold means to me. And, how blessed I am to have it. And,
40 how I've been working for the last 19 years and putting the time and commitment in, working hard,
41 believing in myself, doing it day-to-day, year round.

42

43 And, using the strength God has blessed me with to the best of my ability. And how that means,
44 that gold medal means so much to me. But then I leave a pause. And I tell the kids, but, there is a
45 Greater Gold to life. And, there is four things that I elaborate on in that Greater Gold, and this is
46 where, when I start talking about changing kids values, I think this is where it takes place.

1
2 The four things to me are, number one, I tell them there is a Greater Gold to life because I think the
3 greatest gold you can have in life is having God in your heart. And I tell that to them at the schools
4 because I'm not scared.
5
6 Number two, I think there is a Greater Gold to life, and this is where it means so much to me that
7 the FBI gentleman stood up and, talking about, it's not all about winning. There is a Greater Gold
8 to life because it is not about the gold medals and the first place trophies and the blue ribbons and
9 the A+'s, every single time we do something in life. It is about having a dream, having a goal, and
10 enjoying what you do.
11
12 And when it comes time to shine, and it comes time for the moment of truth, as long as you give
13 your best, full and complete effort, that's what makes you a winner. That's what makes you
14 champions, not the gold medal, because there are gold medalists that aren't necessarily winners in
15 life.
16
17 There are professional athletes who aren't necessarily winners in life. But there are millions of
18 people in this world that are winners that aren't necessarily gold medalists. And so I challenge the
19 kids that that's where the Greater Gold comes from, is their best effort. That's the second thing.
20 So, I talk to them about God, I talk to them about their best effort, that's the true gold.
21
22 And, the third thing, I tell them that there is a Greater Gold to life because life is not about that one
23 defining moment, whether we fail or whether we succeed. I challenge them to focus on the journey.
24
25
26 For me, my gold medal is special, but it is about the 19 years, the family support I've had, the friend
27 support I've had, the coaches that I've had, the elementary school, the junior high, the high school,
28 the college, the camaraderie I've built between my team mates. That's what makes me branded.
29
30 It's not the gold medal. The gold medal is not making me who I am. It's the journey that I've been
31 on. It wasn't one defining moment. And I challenge them to focus on the journey.
32
33 And the fourth thing is, I think it's really important, and, I think, it's correlated to drug use because
34 they see it on TV, is, I tell them that there is a Greater Gold, it's not about, necessarily, gold and
35 money. And, I tell them that I've been blessed with the fact that I've know, and when I say blessed,
36 because I've learned lessons from it, I have friends that are millionaires and billionaires.
37
38 I've lived that lifestyle. I've been with them in the \$10M homes. I've done all that stuff and that
39 didn't make me happy. And I know that's not necessarily what make those men happy. Because
40 they don't lay in bed each night thinking, I'm so happy, I have this \$10M home, that's just, my life
41 is grand. They are not thinking about that. Those guys are laying in bed saying, I'm 10 pounds
42 overweight. My kid's not listening to me. My wife is scrapping at me. The business is growing at
43 unbelievable rates.
44
45 And how are we going to keep up with this? That's what those millionaires and billionaires are
46 thinking. They are not, the money doesn't make them happy. And that is where I challenge the

1 kids. I said, I tell them, I said, get in the nicest car in school and just thinking about being
2 professional football players, professional basketball player, whatever it may be, that's an awesome
3 dream and I want you to hand on to it.

4

5 But, realize, that gaining lots of money is not going to make you happy. I challenge them to find
6 something that they truly love and enjoy and, at the end of the night, knowing they are affecting
7 others life. End of the day knowing they are affecting others lives, that's what's surely going to
8 make them happy.

9

10 So that is the four things I talk about with this Greater Gold mentality. And that's what I've been
11 doing at schools as of late. And then at the end of my speech I tell them, I challenge them. I
12 challenge them to spread the gold. I give them a challenge. I just don't talk to them and walk off
13 the stage and say see you later. I challenge them to spread that gold that I talked about. And then to
14 email me back and let me know how it goes, off my website, brandonslay.com.

15

16 It's amazing, because I get back, I was in Cincinnati, Ohio, I got back from the hotel the other night,
17 I gave this speech, I got 20 emails, immediately, from kids. Saying, Brandon, I loved your talk. I
18 love the Greater Gold mentality. I'm going to spread the gold at my school. All my buddies and
19 friends are already talking about it.

20

21 And that's from one talk. Challenge them to spread the gold, giving them a place to communicate
22 with the person that they look up to. And this whole mentality that we are talking about today, I
23 think that you can change the children by inspiring those values in them and tell them that drug-
24 free athletes are the real heroes in life. The drug-free athletes are the real heroes.

25

26 And that's what we've been doing, and that's what, to me, and to many others around me, think is
27 going to change the children's viewpoints. You know, we can give them a lot of reading
28 paraphernalia. We can tell them, show them, videos where eggs are frying on pans and that's what,
29 you know, the brain, this will happen to your brains when you do drugs. You know, they see all
30 that, but, you got to train, you got to change their values.

31

32 I have a couple of things, I wasn't necessarily thinking about talking about these things, but they are
33 just four quick issues that are, kind of, on my mind that I might get some feedback from, from you
34 all. Is, a lot of kids, when I'm talking to them a lot, especially the younger ones, they say, well, you
35 know, I have asthma and I take drugs, is that wrong?

36

37 A lot of kids are having to take drugs because of their illness and that is something that we need to
38 educate children on too. Because their friends know that this kid is taking an inhaler and they think
39 that he is doing drugs. Or, he is taking a drug for attention deficit disorder, whatever he may have,
40 his sickness, and they think that that kid is a druggie, and he is on drugs.

41

42 That is something that we need to work on in educating children because a lot of them ask me that
43 question all the time. And, as an asthmatic, you know, I've taken medicine my whole life and
44 allergy shots my whole life, just to be able to compete, so it is really close to my heart.

45

46 I think one thing that is really important too is to supplement education. And, you know, I'm not

1 going to lie, I take supplements. I take vitamins. I take things, drinks. I drink protein drinks after
2 practice because I think they help me recover from practice better.

3

4 Maybe they do, maybe they don't, maybe it is the placebo effect. Maybe that's something that I
5 need to learn more about.

6

7 But I think that supplement education is extremely important and where we can do that. Because I
8 know in health class, if there is health class in school, and kids don't know about supplements in
9 school. But, you can educate them on what are the good supplements and what are the bad
10 supplements.

11

12 And, to me, I think it would actually be positive if there was one supplement company that the
13 Government knew was a very solid supplement company, that every single thing they sold was
14 positive, was beneficial. The vitamins, minerals, whatever they are selling, was beneficial and the
15 Government could say, this supplement company is okay. It is okay to take these supplements if
16 you want to take supplements. But these, this, this and this, these are wrong. And I think that may
17 help, as well.

18

19 Another question I had a lot of people ask me that I'd like to come, maybe get some feedback on, is,
20 a lot of people ask me, well, how come they didn't test that German before he went out there on the
21 mat? A lot of people wonder that. They wonder why they don't test the athletes before they go into
22 the Olympics. How come you just test them after the Olympics? And, that is something that I'd
23 like to learn more about.

24

25 And, let's see, that is pretty much what is all in my heart. That is what's on my mind. And, that is
26 what I'm going to, I plan on continue doing, is to spread the Greater Gold to challenge kids to
27 spread the gold and to stay in touch with them. I stay up until about 2:00 in the morning, every
28 night. Just, 15, 20, 30, 40 emails from kids and tell them, I have kids email me saying, Brandon,
29 I'm just a, pardon my French, but, Brandon, this guy called my girlfriend a whore and I'm going to
30 beat him up tomorrow and what do you think I should do?

31

32 I mean, that's really what I've been doing lately, is, I sit there and I say, well, I say, I tell him, your
33 girlfriend is not a whore, you know her better than anybody. Do not listen to what other kids say. It
34 doesn't matter what other kids say. And you going to fight that child, that kid, is not going to do,
35 prove anything.

36

37 All it is going to do is get you in trouble. And, I think, that type of mentality is not listening to what
38 other kids say. It is extremely important because that's why kids do drugs. That is where the peer
39 pressure comes from. And if we can teach kids that it doesn't matter what their friends are saying
40 at school, all that matters is what they feel in their heart and what they feel in their mind.

41

42 That's all that matters. It doesn't matter what their friends are saying. It doesn't matter if their
43 friends want them to do drugs, want them to do steroids, want them to do this, want them to do that.
44 They need to do what they want to do and feel like a winner at the end of the day because they
45 know that they gave their best, full and complete effort.