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2017 SEASON'S GREETINGS

Dear Skating Friends,

The festive season is approaching. On behalf of the International Skating Union and the ISU Council, it is my pleasure to wish you all the best for the Holiday Season and a very happy, inspiring and prosperous 2017. I would also like to use this opportunity to thank you for your commitment to promote and develop Figure Skating, Speed Skating, Short Track Speed Skating, and Synchronized Skating over the past year.

We have a new and special year ahead of us. The ISU will celebrate its 125th anniversary. In July 1892, fifteen entrepreneurial men came together in Scheveningen, the Netherlands. These pioneers admired ice skating and created the ISU. We have grown from just 6 Members back then to almost 90 Members from all continents now. Those 125 years were well spent. Now we have to care about the next years. Together we can shape the future of skating and leave a legacy for next generations. Besides the important day-to-day activities, we aim to make progress in three key areas in 2017.

Development. We established a new and result-oriented development program with an increased budget and a new development commission. In 2017, we will welcome sustainable projects that focus

on, for example, the education of coaches and officials and more competitive opportunities for junior Skaters. In this context, the creation of ISU Centers of Excellence, an online development platform on www.isu.org, and partnerships between Members play an important role.

Promotion, marketing & digitalization. Priorities include developing new ways to assist Organizing Committees with local promotion and implementing a fan-centric digital strategy. An example is putting forward fan content in an innovative way on an updated ISU website. We also will update the commercial structure to facilitate ISU partners. These subjects will be discussed with the Members during the new ISU Conferences in 2017.

Good governance. We will implement new initiatives to further increase transparency, inclusiveness, sustainability, sports integrity and solidarity. An example is the establishment of the ISU Athletes Commission.

Whether Member, Skater, Official, Office Holder, Staff or ISU Partner, we all work hard for our beloved sport. Let's move forward together in this celebratory year.



My warmest wishes for the Holiday Season and a Happy New Year!

Jan Dijkema
ISU PRESIDENT