

Welcome to the first installation of the Hoffman Sports Association e-zine, newsletter, update thingy. As you can probably tell, it's just a working title for now, so take it! We will cover events, athletes and the BMX industry in general from our unique perspective and hopefully give our readers a little insight into our world.

Over the next few months, we will be focusing mainly on the X Games, as it seems like most of your questions seem to revolve around that particular subject. If you want to see us cover something or someone in particular, drop us a line at info@hsacentral.com and we will do our best to accommodate your wishes.

In this issue, we will let you know how the athletes are selected for the X Games and we'll also give you some industry insight from one of our judges, who also happens to be a member of our athlete selection committee, in our Q&A section - **Ask the Joes**.

We hope you enjoy.

One of the main questions we get is, "How do I qualify for the X Games?" There are two ways athletes can make their way into the X Games. The first is through the Nomination Process, which is described in detail below. The second is by kicking ass and getting noticed at major BMX events and competitions like the AST Dew Tour, FISE, Backyard Jams, and the Suzuki Masters.

2007 X Games BMX Rider Nomination Process

Idea: To further involve the BMX community in the X Games BMX rider invitation process and to allow for as fair an invitation process as possible.

Synopsis: Riders and BMX industry people will be issued nomination ballots. Response will be voluntary and all ballots will remain confidential for all except the X Games BMX Invite Committee. Each balloter will be able to nominate up to fifteen (15) riders in each discipline (Vert & Park) who they think should be considered by the X Games BMX Invite Committee.

Who will receive a ballot? Approximately 40 of the top riders (based upon the previous year's competition standings and results) and BMX industry people (based on experience, knowledge and current level of involvement in BMX) will be chosen to receive ballots.

How will the nominations be used? Nominations will become part of the existing selection criteria the X Games BMX Invitation Committee uses to determine its selections. Nominations will be tallied by discipline (Vert & Park). The Invite Committee will consider all riders who are nominated in each discipline, and the top 20 nominations in each category will be closely considered by the Invite Committee during the selection process.

How will the process work? Nominations can be submitted online only. Balloters will be issued a unique login name and password and nomination instructions by email. Online nomination form will grant a one-time submission for each balloter. Nominations must be submitted by midnight May 21st, 2007.

Who's in and when will the athlete names be announced? For Vert and Park, last year's winners, Scotty Cranmer and Chad Kagy respectively, are automatically in. For Big Air, the top three from last year (Kevin Robinson, Chad Kagy, and Allan Cooke) are automatically in. The remaining Big Air spots are, well, still up in the air...



Ask the Joes -

- 1. Name, Rank & Serial Number?** Brian Tunney, age 33, Serial #69
- 2. How long have you been involved in and/or riding BMX, and what's your current relationship with the industry?** I've been riding for 21 years. I ride flatland, street, skateparks and like to pedal around as much as possible. I also ride for United Bike Co. As far as work goes, I'm the managing editor for Dig BMX Magazine. And I judge contests all over the place, including the U.S. and Europe. I also do promotional work for a few BMX companies on the side. My current relationship with the industry is platonic, though it's fallen into grey areas in the past. Sometimes I hate it and sometimes I love it.
- 3. What do you think about where BMX has evolved and what does it need the most right now, if anything?** I think the progression of BMX riding in general is amazing, in all areas of the sport. Unfortunately, the progression and growth has also separated the disciplines from each other. If you put a flatland rider, a vert rider and a street rider in the room, what do you think they'd talk about? Probably just American Idol. I also have opinions on what BMX "needs," but I also don't think that any opinion on what BMX "needs" is the right one. Maybe it just needs a hug? Though, if you want my subjective opinion, I'll offer it. BMX needs less people on the Internet and more people to just ride their bikes without feeling like they need to fit into an image-based role pre-ordained by the hot video of the hour. I understand how trends work in subcultures, but everything looks and feels the same right now. If I were going to summarize, I'd say BMX needs more Sean Burns and Matt Beringer, and less people that can't think for themselves. That, and the whole NYC gangsta BMX thing needs to just go away already. OK, we get it. You wear a flat-brimmed baseball hat and can do barspins...
- 4. As far as being an X Games judge and a member of the X Games athlete selection committee, do you feel any added pressure from your athlete/industry peers?** I suppose I should, but I don't like to put pressure on myself. I'm up front about my decisions. And if anyone has an issue that they'd like to discuss with me, I'm more than willing to sit down and discuss any controversial decisions. brian@digbmx.com is the easiest way to discuss in case anyone feels the need.
- 5. As a judge, what do you look for in a competition run?** Consistency, creative use of the course, smooth landings, the ability to improvise well if things don't go as planned, big tricks, big lines, original tricks, tucked-in jerseys, etc. I know a lot of people don't understand what goes into judging, but we sit up there, take vigorous notes, have wildly violent arguments (at times) and honestly do our best, in the very short amount of time we're given, to be fair and objective.
- 6. Will Van Homan ever win a freestyle MC battle against Catfish?** Well, since Catfish seems to spend the the bulk of his time yelling at young kids on BMXBoard, I think it's only inevitable that a win for Van is on the horizon. Give him two Yuenglings and he's golden.