



# USASF Southeast Regional Meeting

## July 26-28, 2013

### Atlanta, GA



#### Thursday, July 25, 2013

5:00-9:00 pm Pre-registration & Check-in (for early arriving attendees)  
 5:00-9:00 pm Credentialing by appointment

#### Friday, July 26, 2013

8:00-9:00 am Registration & Check-in  
 9:00-9:15 am Meeting Welcome *CANDLER ROOM*

#### SESSION 1: 9:20-10:10 am



**Injury Prevention: The Coaches Responsibility** presented by Airbac *Debbie Love HARTSFIELD-JACKSON AMPHITHEATER*  
 This class will discuss how to prevent injuries in the areas of wrists, ankles, knees and lower back.

**Building Skills: Levels 1 & 2** *Domingo Torres & Sean Guzman GRAND BALLROOM*

This session offers a back to the basics approach to building skills. This summer's focus is on foundational skills and the importance of teaching proper technique in all skill sets and at all skill levels.

**Putting the Pieces Together: Understanding the World of Cheer & Governing Bodies** *Les Stella & Kristen Rosario CANDLER ROOM*

You know that the USASF is the governing body for all star cheer and dance but do you about the ICU, USA Cheer, and STUNT? Join us for an overview of governance and discussion of how these other entities may or may not affect your all star business.

#### SESSION 2: 10:20-11:10 am



**Flexibility 4 Flyers** presented by Cheerleading Stunt Stand *Debbie Love HARTSFIELD-JACKSON AMPHITHEATER*  
 This class will illustrate the relationship between strength and flexibility. Learn how to train athletes to develop picture perfect body positions.



**Planning & Implementing your Professional Development University** presented by 3<sup>rd</sup> Level Consulting *Frank Sahlein COLLEGE PARK*  
 Want professional development tracks that lead to careers? You can have it – this session shows exactly how to blend industry resources, your own in-house trainings and other professional offerings to set up a “university” for part-time or full-time instructors, Program Leaders, Office Managers, Site Managers, General Managers and Owners/Directors. Remember that those businesses with the most highly-trained staff deepest in the ranks win in the marketplace!

**Building Skills: Levels 3 & 4** *Domingo Torres & Sean Guzman GRAND BALLROOM*

This session is a continuation of Building Skills: Levels 1 & 2 (see description above).

#### SESSION 3: 11:20-12:10 pm

**The Power of the “Band”** *Debbie Love HARTSFIELD-JACKSON AMPHITHEATER*

This session will provide you with the tools you need to implement a resistance-training program for your athletes using a common rubber band.



**Working your Marketing Plan** presented by 3<sup>rd</sup> Level Consulting *Frank Sahlein COLLEGE PARK*

You do have a marketing plan, right? Well, if you do not have a formal plan, then you are just like 98% of all small business owners! Separate yourself from your local market competitors by learning how to design a marketing plan with some of the tools that marketing professionals use. We will work through an annual plan as well as a specific Strategy, Campaign and Tactics set for your business. The takeaway from this session will serve you well for the next few years!

**Building Skills: Levels 4 & 5** *Domingo Torres & Sean Guzman GRAND BALLROOM*

This session is a continuation of Building Skills: Levels 3 & 4 . . . . . progressions, progressions, progressions!

#### LUNCH BREAK: 12:15-1:35 pm

**EXHIBITOR HALL OPENS and will close at 2:45 pm and will re-open at 7:00 pm**

It's time to CONNECT with our sponsors, event producer partners and affiliate members. Visit their booths to see what they have to offer you and your all star business. Grab some give-aways and learn some fun facts (for the trivia game prizes that will be given away at the cocktail party)!

**Lunch (on your own)**

**LUNCH & LEARN: All Star 101**

Are you new (or relatively new) to all star? Do you wish someone would just steer you in the right direction? Well our All Star 101 Lunch & Learn is the course for you!

## USASF Southeast Regional Meeting – Page 2

Friday, July 26, 2013 - continued

SESSION 4: 1:45-2:35 pm



**Ask Debbie** presented by Ross Athletic Supply & Dollamur Sport Surfaces *Debbie Love* **HARTSFIELD-JACKSON AMPHITHEATER**  
World renowned tumbling coach Debbie Love is ready (and willing) to answer your questions! Need advice on coaching athletes with mental blocks? Need ideas on how to get more power from a round off? You name it, Debbie has a trick to fix it! No questions...no problem – Debbie will bring her bag of tricks and help you tweak your skills as a tumbling coach.

**Basket Tosses** *Domingo Torres & Sean Guzman* **GRAND BALLROOM**

A fundamental approach to teaching proper techniques and help your tosses reach new heights!

**Tech Talk: Navigating through your USASF Profile to meet the Athlete ID Requirement** *Amy Clark* **CANDLER ROOM**

Did you know every athlete MUST be registered in Athlete ID to compete at sanctioned events during the 2013-2014 season? Don't panic..... it's FREE and it's EASY (and we will show you how to do it)!

FEATURED SPEAKER: 2:45-4:00 pm



**How to Build a Championship Program** presented by GTM Sportswear *Kristen Rosario* **CANDLER ROOM**

Kristen Rosario, an industry leader in all star cheer and dance, is our featured speaker in this session. She will let the attendees in on the Top Gun philosophies on what "winning" means and how to best train "champions". This extended class session allots extra time for attendees to "pick her brain" (bring your questions)!

Session 5: 4:10-5:00 pm



**Varsity Score Sheet Class** *Justin Carrier* **CANDLER ROOM**

Justin Carrier presents the Varsity All Star Score Sheet to meeting attendees. Attend this session to gain insight into the upgrades and clarifications being rolled out for the 2013-2014 season.

**Twisting Progressions** *Domingo Torres & Sean Guzman* **GRAND BALLROOM**

Learn the proper progressions for teaching "twist-ups" at all levels!

**Cheer Gym on a Shoestring Budget** *Brian Payne* **COLLEGE PARK**

Ready to open a cheer gym but your budget doesn't permit state of the art best of everything on day one? Ready to make the leap from rec to all-star? Strategies on minimal but functional facility planning and investment, and preparation for future growth.

NACCC General Session: 5:10-6:15 pm **CANDLER ROOM**



NACCC Executive Committee Members, will unveil the new vision, restructuring and action plan for the NACCC, the official cheer coaches organization within the USASF. Come and see how YOU can be involved!

DINNER BREAK: 6:15-8:00 pm

**EXHIBITOR HALL CLOSED for Dinner Break will re-open at 7:00 pm**

The Exhibitor Hall will be closed during the dinner break.

Dinner (on your own)

ATTENDEE SOCIAL EVENT: 8:00-10:30 pm



**ATTENDEE COCKTAIL PARTY: KEEP CALM and PARTY ON**

Thanks to our presenting sponsors Airbac and INFINITY, the regional meeting includes an evening party for attendees in our exhibitor hall. The party includes cash bar (one complimentary drink ticket per regional meeting attendee) and snacks. Gena Evans, USASF's Director of Sponsorships and Scholarships, serves as the social director for the evening: games, prizes and lots of fun!



# USASF Southeast Regional Meeting – Page 3

**Saturday, July 27, 2013**

8:00-9:00 am

Registration & Check-in

9:00 am

Meeting Kick-Off & Grand Prize Drawing *GRAND BALLROOM*

Winner must be present to win

Meeting Welcome & Opening Session *GRAND BALLROOM*

**SESSION 1: 10:10-11:00 am**

**It's YOUR governing body: Let's Talk about it** *Les Stella, VP of Rules, Safety and Judging & Amy Clark, Executive Director of Membership* *CANDLER ROOM*

Join us for a candid conversation about the USASF. This interactive session is an opportunity for our members to ask questions or let us know your thoughts about how the USASF can best serve our members. No question is off limits.

**Powerhouse Tumbling Circuit** *Brian Payne* *DOGWOOD/GARDENIA*

1 coach, 20 cheerleaders, everybody busy! Maximize your workout time with sport-specific strength/flexibility/muscle memory stations and tasks designed to accelerate tumbling skill acquisition. If you spend 90% of your time standing in line, that's what you get really good at!

**Business Builder: All Star Prep as a Revenue Source** *Casey Jones* *JASMINE/MAGNOLIA*

All Star Prep is an entry level product that is offered as an introduction to traditional all star cheer and is intended to help gym owners build their program, create revenue, and grow the industry as a whole.

**Special Needs Training – Part 1** *GRAND BALLROOM*

If you coach or assist with a Special Needs Team – this is class for you! The USASF has formalized the divisions and rules that will be offered during the 2013-2014 season **and** is requiring coaches to be credentialed. Attend the Special Needs sessions to receive the training in person.



**Squeaky Clean!** *Kristen Rosario* *COLLEGE PARK*

You have a routine that "has" all the skills and your dance is hot! Now it's time to put on the finishing touches and get it competition ready. Learn how to polish that routine to make it shine for the judges from one of the best "cleaning ladies" in the industry.

**SESSION 2: 11:10 am – 12 noon**



**Keeping it Black & White** presented by Twin Peaks *Les Stella* *CANDLER ROOM*

Les will provide session attendees with tips for staying out of the grey area when it comes to safety and legality issues in your all star routine. He will also discuss protocol for handling challenges at events.

**Big Money! Big Fun!** *Brian Payne* *DOGWOOD/GARDENIA*

Here is how to get a tumbling program into the preschools, develop a huge customer base years ahead of schedule

**Maximize Your Investment: A Junior Coaches Program** *Sydney McBride* *JASMINE/MAGNOLIA*

You trained them, you molded them and now they are not only top notch athletes but great "people" as well. Cultivate the talent in which you have already invested your time training. Take them to the next level through a Junior Coaches program.

**Special Needs Training – Part 2** *GRAND BALLROOM*

This is a continuation of the Special Needs Training offered during session 1 (see description above).



**Focus on the Future: Size DOES Matter! Presented by AMAZING!/Spirit Celebration** *Billy Smith* *COLLEGE PARK*

Small Gym, Medium Gym, Large Gym, XL Gym, Mega-Gym . . . . . They all have a place in the all star industry! Join us in this interactive session where we want to hear from you: What are your challenges? What support do you need? Have a new idea? Let's focus on the future to make sure that all gyms (regardless of size) have a chance to not only survive – but THRIVE in the market place.

**LUNCH BREAK: 12 noon – 1:30 pm**

**LAST CHANCE TO VISIT EXHIBITORS**

The exhibitor booths will stay open through lunch – be sure to stop by and visit with anyone you have not yet stopped in to see!

**LUNCH PROVIDED:** Your Regional Meeting Registration includes a deli buffet lunch.

# USASF Southeast Regional Meeting – Page 4

**Saturday, July 28, 2013 - continued**

**SESSION 3: 1:35-2:25 pm**

**Cheer Gym – Mo' Money** *Brian Payne DOGWOOD/GARDENIA*

Your top athlete just walked out the door? Big Deal! These program development ideas will replace that person a hundred times over.

**Business Builder: A Dance Program in your All Star Gym** *Kristen Rosario COLLEGE PARK*

Dance continues to grow in the all star industry. Learn not only how to add this program to the list of products you offer in you gym but make it successful as well.

**WOW! Did You SEE their Jumps?** *Kyle Bright JASMINE/MAGNOLIA*

Learn how to be one of those gyms that make you **notice** their jumps. Gain some insight from Stingray coach, Kyle Bright, on how they train their cheerleaders to soar!

**Program Owner's Meeting** *Amy Clark CANDLER ROOM*

Meet with the USASF Executive Director of Membership for important USASF updates and requirements for membership compliance.

**SESSION 4: 2:35 – 3:25 pm**

**Everything You Ever Wanted to Know But Didn't Know How to Ask** *Kristen Rosario COLLEGE PARK*

Kristen lays it all out – everything all star! You will walk away from this class with the answers to the questions that need answers to help make you a better coach or gym owner.

**Problem Parents? No Problem!** *Brian Payne DOGWOOD/GARDENIA*

They pay the fees, they provide the ride, but don't let them ruin your program. Strategies for handling the *Tug-o-War Divorce Parent*, *Unofficial Assistant Coach Parent*, the *Expert*, the *Raincloud*, the *Firebug*, the *Invisible Parent* and more.

**Straight Talk for Coaches** *Les Stella CANDLER ROOM*

Les Stella, one of the most respected industry professionals, will "tell it like it is" when it comes to the responsibility coaches have to the athletes and parents in their program as well as the industry.



**All Star Success from A to Z Presented by GSSA & Aloha Spirit** *Kyle Gilbert JASMINE/MAGNOLIA*

Tips and tricks to set you up for a successful season! No need to re-create the wheel or experience the same pitfalls along the way.

**GENERAL MEMBERSHIP SESSION: 3:35 – 5:30 pm** *CANDLER ROOM*

Les Stella, Vice President of Safety, Rules & Judging, will lead our general membership session. The session will include an overview and explanation of the Cheer Rules changes for the 2013-2014 season, hot topics and industry trends, continuation of discussion that began at the NACCC Annual Meeting, and open the floor for rules suggestions and proposals for the next rules cycle.

**CREDENTIALING BY APPOINTMENT 6:00-10:00 pm**

**Sunday, July 28, 2013**

8:00-9:00 am

Registration & Check-in

Cheer Safety Judge Certification Course, All Star Cheer Coaches Rules Audit Course & Credentialing

9:00 am – 12 noon

Credentialing By Appointment

9:00 am – 12 noon

Safety Rules Course (for Judging Candidates and Coach Audit Course) *BALLROOMS 1 & 2*

12:00-1:15 pm

Lunch Break (on your own)

1:15-2:30 pm

Afternoon Session – Safety Rules Course (for Judging Candidates and Coach Audit Course) *BALLROOMS 1 & 2*

2:30-4:30 pm

Testing Session – Safety Rules Course (for Judging Candidates only – Coaches dismissed)