

## 2013 National Advisory Board Election Candidates

### *Final Affiliates Nominees*



**Patrick Cowherd**  
*The Cheerleading Agency LLC*

As a dedicated athlete, humanitarian, and leader in the sport of cheerleading, I am honored to accept the nomination and uphold the standards of a NAB representative. For 29 years, I have devoted timeless effort to maintaining and improving the ethics and values which surround cheer. As a National Champion for Louisville and Trinity Valley, three time Collegiate All American, Co-ed Partner Stunt national title holder, nationally ranked coach and choreographer, developer of six cheerleading training videos, successful multi all-star gym owner, former NCA high school and college staffer, CEO and Founder of the Cheerleading Agency and CheerCussion, and producer of the upcoming Champions Cup Cheer and Dance State National Competition, I take tremendous pride in teaching our youth to be a champion on and off the floor. Because of my strong leadership and guided principles, I am confident I have provided a healthy platform and foundation for young athletes to prosper and develop both in the sport of cheerleading as well as life. I recognize being blessed with marked talent in a sport is a gift; however, I believe developing a successful profession in Cheerleading has not only been an obligation but an honor to the sport I love.



**Andrew Dean**  
*Xtreme Shots Photography*

Over the last 11 years, Andrew has been fortunate to experience multiple aspects of the industry including competitor, coach, camp instructor, and respected photographer. His experiences as a competitor have helped him in his vision of providing images that show the athleticism and dedication it takes to be an all-star cheerleader. Andrew travels between 280-300 days a year to work with over 30 universities, gyms, competition companies, and affiliate companies, providing them with images and insights to show the true sport side of our industry. His passion for all-star cheerleading shows not only through the photos he takes, but also through his excitement and desire to help the industry grow. Andrew continues to work hand in hand with coaches, cheerleaders, event producers, and multiple publications to ensure the image of all-star cheer is shown in a positive light. Most recently, Andrew was named to the CheerBiz News first annual '35 under 35' and, if chosen as a member of the National Advisory Board, Andrew believes his experiences working with a very diverse group of gyms and industry brands gives him a unique perspective on the industry.



**Patrick Fogarty**  
*CHEERography*

I am a motivated, educated, and experienced Spirit Industry professional with a drive to inspire! I have a Bachelor of Arts from The Ohio State University, where I also cheered for 4 years, and completed graduate studies in Business and Public Administration at Cleveland State University. I found my passion in the Spirit Industry and have been involved since 1997 as an athlete, camp instructor/director, choreographer, coach, and judge. I'm currently the Owner of CHEERography, Program Director at Cheer World Allstars, a Business Consultant with 3rd Level Consulting, and Vice President of the Ohio Association of Cheerleading Coaches.

This is a pivotal time in our industry, a time when collaboration, strong leadership and positive representation of our industry's best interests are essential. I am humbled by this nomination and inspired by the opportunity to impact the progress of the USASF. If elected, I am confident my business understanding, education, experience, and vision can help our All Star community grow and further prosper.



**Brian Hamfeldt**  
*Action Moments*

Having worked in the cheerleading industry for over 10 years, I am directly involved with many different event producers and other vendors all over the country and the world as well as being involved with many faces of the sport including judges, coaches, competitors and parents.

I have seen the sport evolve over the years and would like to continue to offer my insight from my perspective of the 'public' side and further develop the image of cheerleading for everybody involved.

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**Nicole Khayat**  
*Fancy Face  
Cosmetics*

After over 10 years as a coach, choreographer, and program director, Nicole Khayat completed her Masters Degree and merged her knowledge of the cheerleading industry with her passion for business, beauty and makeup by developing and patenting the worlds first and only sweat proof makeup, Fancy Face Cosmetics. She grew her company into the largest and most prestigious brand in the world, in only 4 short years. Nicole has positions on both the USASF Regional Advisory Board and Image and Appearance Council. Her passion for continual growth of the cheerleading industry as well as her drive and determination for the greater good has been a major factor in the success of Fancy Face Cosmetics. "My mission in life isn't to just sell makeup to cheerleaders, it is to provide them with an experience. I believe that our athletes should be recognized and respected for the skills that they possess, not judged, ridiculed and punished for the image the media portrays. It is our responsibility as leaders in this industry to protect the athletes and sport we love." says Nicole. This passion combined with her extensive business experience and high moral standard is the reason she will help to lead our industry positively and fairly.



**Ryan Sundquist**  
*Nfinity*

Currently I am the Cheer Brand Manager at Nfinity based in Atlanta, Georgia. My industry experience far exceeds both my time as a collegiate/all star cheerleader and my current position at Nfinity. During my 5 years as a Varsity employee, I was directly involved in all aspects of event production, sales and execution from start to finish. As a seven-year summer camp instructor under James Speed, I taught cheerleaders of all ages throughout the US stunts, baskets, pyramids and tumbling, while also teaching skills camps and speaking at numerous conferences in Canada, the United Kingdom and France.

I would be a strong asset as a NAB representative because I am a great communicator and pride myself in bridging gaps to get the task at hand completed. I work diligently and effectively as an individual, as well as in group settings. My wide range of industry experience would be a tremendous asset and lend positive and different perspectives to the NAB. I am passionate about the industry and the people involved from top to bottom, specifically the kids. They are the lifeblood of our industry and a direct reflection of the work and progress of the industry as a whole.