



**USASF Board of Directors Meeting
November 11-12, 2014
Atlanta, GA**

PRESENT:

Brian Elza, Dan Kessler, Happy Hooper, Jeff Fowlkes, Jim Chadwick, John Newby, John Nichols, Justin Carrier, Kathy Penree, Kristen Rosario, Mack Hirschberg, Mike Burgess, Morton Bergue, Steve Peterson, Tara Harris

PROSPECTIVE NEW BOARD MEMBERS:

Debbie Love, Joelle Antico, Roger Schonder, Shawn Smith

ABSENT:

All in attendance.

GUESTS:

Amy Clark, Karen Wilson, Les Stella, Lynn Singer, Mo Duckworth

AGENDA:

TUESDAY 11.11.2014

WELCOME & UPDATE

Jim Chadwick welcomed all Board members, prospective new Board members and guests to the meeting.

Board Seats

The meeting began with a review of the breakdown of Board seats. There are 18 total seats:

- 13 Bylaws members
- 4 Advisory members
- 1 Advisor

Per the bylaws, there are 10 Permanent Bylaws Members (voting), three Non-Permanent Bylaws Members (voting), four Advisory Members (non-voting) and one Special Advisor Member (non-voting).

Two Non-Permanent and two Advisory seats are up for election. One Non-Permanent seat is up for re-election and the Special Advisory seat is open; to be filled at the Board's discretion.



Prospective new Board members are Debbie Love, Joelle Antico, Roger Schonder and Shawn Smith.

Transition Status

Jim reviewed the status of the USASF transition from Varsity, noting new legal representation, transfer of employees and a services agreement to be negotiated. The Board approved a lease for new office space in Memphis. Move-in to take place in early 2015.

The Board approved all transition items.

Membership

Jim reviewed the number of members as of 10.31.14:

- Programs: 2,068
- Athletes: 67,122
- Coaches: 3,543
- Event Producers:
- US: 91
 - Tier 1: 36
 - Tier 2: 11
 - Tier 3: 39
 - Tier 4: 5
- International: 50

Budget Process and Proposal

Jim reviewed the budget process and timeline that began in early September, 2014.

The Board approved the formalization of a Finance Committee consisting of the USASF Executive Committee (currently Jim, Mike and Happy), John Nichols and Joelle Antico for budget and compensation oversight.

The review and preparation process identified four budget priorities for 2015:

- Reduce Worlds bids by 25%
- Build the operating reserve (rainy day fund)
- Better support for current programs including member services and



- education, communications, website and technology.
- Investigate ways to meaningfully increase All Star participation

Budget Overview

Happy Hooper (Secretary/Treasurer) reviewed the overall 2015 budget and facilitated discussion of each business unit reviewed by the budget managers.

Jim provided a breakdown of the distribution of the new \$30 Athlete Membership Fee, including accident and catastrophic insurance, USASF liability insurance, increased member service and support, technology and programming, safety initiatives and funding of the operating reserve. Discussion included the athlete fee increasing or decreasing yearly based on costs and needs of the organization and the overall consensus was the present \$30 membership fee is very reasonable compared to other youth sports. The goal is to have a fully funded operating reserve by year-end, 2015.

The Board of Directors unanimously approved the 2015 budget.

USASF MISSION

The USASF partnered with a third party firm to conduct research with members that would identify programs that are most important, and provide a plan for engaging and involving stakeholders in the USASF.

Key Findings

Nearly 1500 event producers, coaches, program owners and parents were surveyed. Focus groups were conducted in CT, TX and CA.

Programs and initiatives surrounding rules and safety, supporting athletes and enhancing the integrity of the sport were most important to members. Event sanctioning, coach credentialing and scholarships drive the image of the USASF. Consistency of judging, safety of athletes and interpretation of rules are important for the future of the USASF.

Three Core Pillars and New Mission Statement

The results of member research identified three core pillars:

- Support athletes
- Provide consistent rules
- Ensure safety



Revised mission statement - 2012

To support and enrich the lives of our All Star athletes and members. We provide consistent rules, strive for a safe environment for our athletes, drive competitive excellence, and promote a positive image for the sport.

DISCIPLINARY CASES

Process

The NACCC Executive Committee also serves as the Disciplinary Committee. When a complaint is submitted, the Disciplinary Committee chairperson assembles a subcommittee of members who don't have a perceived conflict of interest with any of the parties involved in the complaint.

The subcommittee reviews all items that are submitted for review by both parties to determine if an infraction of the Professional Responsibility Code (PRC) occurred. If no infraction occurred, both parties are advised of the decision, and the complaint is closed. If an infraction has occurred, the committee determines a penalty (or penalties), and sends a recommendation to the Board of Directors for review. The Board reviews the complaint, the recommended penalty (or penalties) and determines whether to confirm or revise the penalty.

Once the Board review is complete, both parties are advised of the outcome and a summary of the complaint and penalty (or penalties), without specific names, is posted in the member section of USASF.net.

Complaint #20140923 was determined not to have an infraction, so it was closed and no discussion is needed by the Board.

The Disciplinary Committee found that the actions in complaint #20140717 were in violation of the PRC. The complaint involved infractions in Category A, item 15 involving sanctioning guidelines, and Category B, items 3 and 4 involving providing proof of athlete ages.

The Disciplinary Committee recommended to the Board the standard penalty of \$1000 for a first offense as listed on page six of the Disciplinary Process document posted on USASF.net.

The Board unanimously agreed with the recommended penalty. Members will be advised of the penalty, official letters will be sent, and results of the complaint will be posted on USASF.net.

NACCC Topics

OK2B

Two videos were developed as an initiative of the Leadership program after several cheer athletes had committed suicide as a result of bullying. The information will be provided as a member resource.

Integrity Proposal

A proposal for an Integrity initiative was submitted by Craig Tatum, Jennifer Graham and Brian Barnhart. Conversations began at Regional Meetings answering the question “what do you want the USASF to do?” The specific proposal came after the NACCC meeting and is a year-long program that introduces the merits of integrity to program owners to review with coaches and athletes inviting conversation on the traits and benefits of an integrity driven program. The proposal was unanimously approved and will begin planning in early, 2015.

Mentoring Leaders Program

The proposal is to establish a National All Star Day as an outreach program to help gyms recruit new athletes to All Star. The proposal was unanimously approved and will begin planning in early, 2015.

WEDNESDAY 11.12.2014

Jim Chadwick opened the meeting.

INTERNATIONAL WORLDS BIDS

Process for how international Worlds bids are awarded:

IASF membership and approval for Worlds bids mirrors U.S. event producers:

- Event producers submit an application
- They follow membership guidelines for bid events and regular events
- Membership is free
- Event producers receive approval guidelines and minimum sanctioning standards
- Event producers complete the form indicating the previous year’s event information

- Approval process is by country and membership priority is by date within each country
- Event producers must have an executive of their company go through an interview at Worlds. This interview is instead of a Sanctioning Committee that we have in the U.S.

WORLDS OPTIONS AND DISCUSSION

Options for the possibility of moving Worlds from Disney after 2016 were presented. In addition, Disney has hired an architectural firm to design new venue at the sports complex and has committed that a new 8,000 - 10,000 seat arena will be complete by 2017. After discussion, the Board decision was to keep Worlds at Disney.

Juniors at The Cheerleading Worlds?

The suggestion for juniors coming back to The Cheerleading Worlds is coming from conversations at the Worlds Advisory Board and the NACCC. Following discussion, the Board decision was to not allow juniors at The Cheerleading Worlds.

CREDENTIALING AND SAFETY

The goal for the summer of 2015 is to teach at least Principles of Coaching and Risk Management. Time permitting, more will be offered.

The end goal is education and testing for Principles of Coaching and Risk Management and Credentialing for Levels 1-6.

Level 6 education, hands on and online testing was introduced this past summer as a test-run for the future plan of Principles of Coaching and Levels 1-5. It was successful and has become the template for next summer.

Solutions for online training and testing are being researched. The USASF will offer more locations for credentialing other than Regional meetings.

Judges Training

Now that the Universal Score Sheet is in its testing phase, consistent judge training is important for successful and uniform implementation.



BOARD MEMBER ELECTION

The following Board members were elected unanimously:

Joelle Antico – 2 year term as non-permanent bylaws member

Shawn Smith – Advisory member

Roger Schonder – 2 year term as non-permanent bylaws member

Debbie Love – Advisory member

Kathy Penree - re-elected to a 2 year term as a non-permanent bylaws member and elected as Secretary/Treasurer to replace Happy Hooper.

Happy Hooper – Elected as a Special Advisor

MEETING ADJOURNED