



November 2016 Board Agenda
Gaylord Texan Resort Hotel & Convention Center | Grapevine, TX

Tuesday, November 15

IN ATTENDANCE:

Ann Lehrman, Brian Elza, Carlos Onofre, Dan Kessler, Debbie Love, Happy Hooper, Jeff Fowlkes, Jim Chadwick, Justin Carrier, Kristen Rosario, Mike Burgess, Morton Bergue, John Newby, John Nichols, Roger Schonder, Steve Peterson, Tara Harris

GUESTS:

Ali Stangle, Amy Clark, Karen Wilson, Lynn Singer, Mo Duckworth

Worlds Internal

Ongoing review of how bids are awarded and the qualifying events in major markets.

Future ideas for consideration:

- Look at where Level 5 teams are in relation to where the bid events are and look at the number and placement of bid events in the Sanctioning Committee meeting next August.
- The idea to create a division similar to International Open, but follow the same age calendar as Senior divisions. (age as of August 31). Regional Advisory and National Advisory Board input will be collected for review.
- Add more pageantry to awards ceremonies.

Worlds External

Communicating to grow the sport, internally and externally.

The Board reviewed results of ESPN show coverage and USASF YouTube Channel viewership in addition to research about the video viewing habits and trends of Gen Z and Millennial audiences.

Different media channels serve different purposes for the USASF. Some are “internal” that reach the audience that already knows All Star, and some are “external” that reach the audience(s) that don’t yet know All Star.

Opportunities exist for different kinds of programming in each kind of digital space, including Live Stream, Scheduled TV and On Demand. A USASF Media Review Team was established to research opportunities and to develop a plan.

NACCC – NASC

The purpose of the NACCC has evolved since its inception, and the leadership recognizes it is time to review and refocus its efforts. A rebranding of NACCC to National All Star Connection (NASC), with a transition to “The Connection” will take place to define the new focus.

The NASC is the path for involvement for cheer program owners and coaches of the USASF. The NASC will provide opportunities to collaborate, contribute, share resources and mentor USASF members, all in an effort to promote the longevity and viability of All Star. The current NACCC Board of Directors and Executive Committee will reorganize to



form an Advisory Council and Regional Teams that will facilitate cheer coach and owner participation in USASF programs, initiatives and additional opportunities. Morton will remain chairman, and Karen will facilitate the integration of NASC efforts into existing and upcoming USASF programs.

Membership boxes, Program definition and membership requirements

The new membership box that is being shipped to member programs includes a 2016-2017 Membership Banner, a membership guide, the Professional Responsibility Code, implementation guides for *What's Your IQ?* and National All Star Cheer & Dance Day, and athlete protection resources from Child Lures Prevention and Team Lures Prevention.

Current program membership requirements include paying an annual membership fee and having insurance to cover the program.

New requirements for 2017-18 will include:

- Athlete protection policy
- Social media policy
- Electronic communications policy

The USASF will provide standard policies for the above, and programs will have the option to either adopt the standard policy or create their own.

Program Definition

Member polling results that asked members for their opinion as to whether the Program Definition should be revised showed that members were in favor of a definition that includes all athletes from “branded” programs in one member profile. Once the total number of athlete (for all locations combined) exceeds 126, the program will no longer be eligible for Division II.

Business Plan

USASF Staff presented a Business Plan summary outlining programs and initiatives for 2017, including:

- Rules and progression based skills resources for coaches
- Coach Credentialing and Program Certification
- Safety Judge training and certification
- Professional Responsibility Code
- Opportunities to contribute through the committee structure
- The Cheerleading and Dance Worlds
- Encouraging the stability, growth, community strength and positive image of All Star through:
 - Mentoring for coaches and owners
 - Website resources, interface and community
 - Initiatives for All Star growth
 - National All Star Cheer & Dance Day
 - Partnering in Education
 - Identify new opportunities



The staff also presented the budget plan outlining the financial requirements to support the business plan. The 2017 USASF Business Plan and Budget were approved unanimously.

Wednesday, November 16

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Ann Lehrman, Brian Elza, Carlos Onofre, Dan Kessler, Debbie Love, Happy Hooper, Jeff Fowlkes, Jim Chadwick, Justin Carrier, Kristen Rosario, Morton Bergue, John Newby, John Nichols, Roger Schonder, Steve Peterson, Tara Harris

ABSENT:

Mike Burgess

GUESTS:

Ali Stangle, Amy Clark, Karen Wilson, Lynn Singer, Mo Duckworth

Cheer Rules, Team Size and Age Grid

The Board reviewed the Cheer Rules, Team Size and Age Grid proposals that have been discussed through Regional Conventions, conference calls, Rules Committee meetings and member polling. Rules are on track to be released in late January, which is the earliest release in USASF history. This timing will be helpful to programs as they put together tryout information for the following season.

7am-11pm Event sanctioning standard for scheduling

A subcommittee of the Cheer Sanctioning Committee discussed a clarification of the sanctioning standard for event start and end times. The following wording is proposed:

Team warm ups will not be scheduled to start earlier than 7:00 am. Team performances will not be scheduled to end later than 10:00 pm and may not run later than 11:00 pm.

Steve will take this recommendation back to Sanctioning Committee for review, then back to the Board for approval.

BOARD ELECTION RESULTS

Joelle Antico – reelected

Roger Schonder – reelected

Happy Hooper – elected

Carlos Onofree – elected to a full voting position

Catherine Morris – elected to a new non-voting seat for dance

Kristen Rosario – moves to the Advisory seat

New, non-voting coach seat to come

Recognition

Jim recognized three Board members for their service:

Kathy Penree, who is leaving the Board after serving for four years, Kristen Rosario, who has served four years is moving to an advisory seat, and Happy Hooper who is moving from an advisory seat to a full seat.



Closing

Jim thanked the Board for an effective meeting. Great discussions covered important topics allowing the Board to focus on the most important issues and in a more unified way. Our ability to do what's right for the sport will make the sport stronger.

Meeting Adjourned