

## National Advisory Board Elections for AFFILIATE Representatives: MEET THE CANDIDATES

*This document introduces you to the candidates for both the CHEER and the DANCE Advisory Boards. The first two pages are the candidates for the CHEER NAB and the last page has the candidates for the DANCE NAB. Please take the time to get to know the candidates before you cast your vote.*

**CHEER NATIONAL ADVISORY BOARD:** We will be electing 5 cheer representatives. The three candidates receiving the most number of votes will serve a 2 year term (ending December 2016) and the candidates that rank fourth and fifth in the voting will serve a 1 year term (ending December 2015).

**DANCE NATIONAL ADVISORY BOARD:** This is the first year electing representatives of for the Dance NAB. A Total of 5 Affiliate representatives will be elected. The three candidates receiving the most number of votes will serve a 2 year term (ending December 2016) and the candidates that rank fourth and fifth in the voting will serve a 1 year term (ending December 2015).

### ELIGIBLE VOTERS:

- Each Event Producer Member Company and each Affiliate Member Company can cast one vote.
- Any coach or owner member who is recognized as a professional member will receive one vote.

### **Meet the candidates for the Cheer National Advisory Board:**

#### **Patrick Cowherd, PC Brands dba:The Cheerleading Agency/The Dancing Agency**



*Founder/CEO of PC BRANDS which is the parent company to:The Cheerleading Agency, The Dancing Agency, The Champions Cup Cheer & Dance State Nationals, CheerCussion, Milestone Talent Group and PC Brands Soutions. I am a Humanitarian, Leader, Athlete, Entrepreneur. A former cheerleader with the NCA National Champions, the University of Louisville in Kentucky, and Trinity Valley Community College (TVCC) in Athens, Texas. Patrick has made an impact in the cheerleading and Gymnastics industry. He is a three time Collegiate All American, a Co-ed Partner Stunt national title holder and is ranked as one of the top coaches in the nation. In addition, Patrick has produced six cheerleading training videos. He is also safety certified and a former high school and collegiate instructor for NCA. Patrick also judges state, national and international events and held a seat on the USASF National Advisory Board last year. Patrick has a passion for helping others and wants to see this sport advance.*

#### **Andrew Dean, Xtreme Shots Photography**



*Over the past 13 years Andrew has been everything in the industry from an all-star cheerleader, coach and camp instructor to a well-known and respected cheer photographer. His experiences as a cheerleader have helped him in his vision of providing images that show the athleticism and dedication it takes to be an all-star cheerleader. As the owner and head photographer for Xtreme Shots Photography, Andrew travels between 280-300 days a year to work with over 40 all star gyms, competition companies, universities and affiliate companies around the country. Due to the amount of time Andrew works with gym owners and event producers, he has a very unique perspective and understanding of the needs of the industry. Andrew has served one term on the National Advisory Board and has volunteered time to work with the Mentoring Leaders Program over the past couple years. His outgoing and positive personality is contagious and brings a smile and laugh to everyone around him.*

#### **Nicole Khayat, Fancy Face Cosmetics**



*Nicole is the Founder and Chairman of the Board of Fancy Face Cosmetics. After starting her company in the cheerleading and dance industry, in only 5 short years, Nicole has grown Fancy Face Cosmetics to a global brand. Her recent accolades include being 1 of only 1500 people invited to participate in the Forbes 30 Under 30 Summit, where she was voted into the top 20 of all participating attendees. She was invited by the former US Ambassador to speak on a panel alongside the founding members of Facebook, Google, and Birchbox at the highly prestigious business seminar; Renaissance Weekend. Nicole was the recipient of the 2014 Top Ranked US Executives, voted on by the National Council of American Executives. Her extensive work in the Cheerleading and Dance industry earned her a spot in the inaugural Cheer Biz Magazine's Top 35 under 35. Nicole Khayat's knowledge of the cheerleading and dance industry, as well as her extensive business experience makes her a perfect fit for the NAB.*

**Meet the candidates for the Cheer National Advisory Board (continued):**

**Shelly O'Brien, Inside Cheerleading/Cheer Biz News-- VP Sales**



*In my current role I serve as the VP of Sales/Partnerships for Inside Publications. For the past 3 years I have had the privilege of working in the All Star cheerleading industry, providing media coverage of events & working alongside some of the best and brightest in the industry. In 2013 I was nominated for & selected to the USASF Mentoring Leaders Class, where I had the opportunity to work on implementation of the Athlete Protection Program: a recommendation for the safety of athletes in the All Star industry. Prior to coming to Inside Publications I cheered collegiately & served as a captain at the University of Georgia, cheered/danced professionally for 3 seasons with the Atlanta Falcons, & served for 4 years as the Spirit Coordinator/Head Coach at the University of Georgia, where I oversaw the cheerleading, dance & costumed mascot programs & re-implemented the schools' involvement in competitive cheerleading. I would love the opportunity to further my involvement with the USASF.*

**Elizabeth Sarnecki, GlitterStarz, Inc**



*Thank you for the opportunity to be nominated.. I am the proud owner and founder and of GlitterStarz, Inc. This is GlitterStarz first year being an USASF member, and we would like to embark the whole experience, which would include serving on the board. Growing up, EAT. SLEEP. CHEER... and now as an adult; providing top quality apparel and unparalleled service to our cheer industry, we would like to take part in serving the needs of our members and supporting our athletes. We are here to serve and enhance each and every family, supporter, and athlete in our industry. GlitterStarz wants to be known more than a cheer apparel company. We want to be involved in the safety, working as a team with all other USASF members, with a unified goal to enhance our sport. GlitterStarz wants to be a part of this joining force that demands competitive excellence and promotes the continued reminder of the positive image for our sport. WE ARE CHEER!*

**Carmine Silano, CheerSounds Music and Training, LLC**



*Hello, my name is Carmine and I am the owner of CheerSounds. My team and I create music for several thousand cheerleading teams each year, with several hundred being USASF member teams. In the past few years, I have been spending more time turning toward the spirit industry not as a vendor, but as a member and leader. My involvement in cheer began while attending NU, 2003-2008. After coaching AllStars for two years, I switched to providing music to the cheer industry. Although I was no longer cheering, I remained involved in the industry and tackled the problem of music copyright infringement in cheer. After the success of the business, I began giving back to the industry that helped define who I am. I hope that my involvement in the Young Athlete's Scholarship and the Leadership program is only the beginning of my involvement in the industry, and that I may offer my most honest advice, mentoring and guidance to other members of our industry.*

**Jason Silverman, Owner, All Star Cheer Sites / Cheer Gym Success Secrets**



*Jason Silverman is the co-founder and CEO of AllStarCheerSites.com the leading website and app development / online marketing firm in the cheer world. In addition, Jason is the expert behind "Cheer Gym Success Secrets" a FREE resource for OWNERS of Cheer Gyms to help them see immediate financial success with their gyms. Jason is a martial arts master instructor and school owner for 17 years, a marketing expert, a speaker and business development coach. Jason has enjoyed the opportunity of working with many successful gyms worldwide and is passionate about helping owners to build the kind of successful gyms they'd always hoped and dreamed of building. His proven marketing strategies are currently helping small, medium and large gyms to THRIVE! Most importantly he's married to his best friend and has 2 awesome kids, Tallie & Noah and a fantastic dog named Casey Coal.*

**Shane Womack, Cheer Media**



*Shane Womack has been involved in the cheerleading industry for 15 years. He was a high school cheerleader as well as an all star cheerleader for Central Mississippi Cheerleading and a collegiate cheerleader for Louisiana State University (LSU). Shane is now the President and Owner of Cheer Media, LLC which produces Cheer Magazine and CheerDaily.com. Shane has served on the USASF Cheer National Advisory Board for 7 years. Prior to forming Cheer Media, Shane was the Vice President of Inside Publications for nine years. Shane is also a judge and contributor to large events throughout the nation, as well as a media partner to many gyms and businesses within the industry with a goal to help educate and grow the all star cheerleading market.*

**Meet the candidates for the Dance National Advisory Board:**

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**Chris Korotky, Inside Publications / Inside Dance Magazine**



*Chris Korotky launched Inside Publications in 2002 with the goal of developing niche sports and arts publications to serve athletes, performers and coaches who are fueled by passion for their sport/art. The company's portfolio now includes Inside Dance, Inside Gymnastics, Inside Volleyball, Inside Cheerleading and Cheer Biz News magazines. Prior to launching Inside Publications, Korotky was a senior executive with two publicly traded company, including Books-A-Million, where he served as Vice President of Marketing for the company. In addition to leading Inside Publications as a whole, Korotky also serves as Publisher of its newest title, Inside Dance magazine, leading the editorial and creative direction. Inside Dance reaches more than 15,000 Studio and All Star programs across the nation. "I started my company and these magazines because I had a passion for these industries that bring me joy to work within everyday. I would love the opportunity to serve this organization."*

**Catherine Morris, Varsity Spirit Fashion**



*Catherine has over 20 years of experience in the spirit industry. She has worked for UDA for 23 years as a Head Instructor, State Director, Regional Manager and is now Vice President of UDA. She was on the committee who created the first set of USASF dance rules and the Dance Worlds. Catherine is also Director of Marketing for Varsity Spirit Fashion.*

**Kierstin Payne, ViewSource, Inc.**



*Kierstin is a Partner, President/CFO, & Director of Design for ViewSource, Inc., an Internet Solutions Company established in 1996. Her background in management & marketing, combined with over 15 years of Interface & Visual Design experience, have helped ViewSource become a leader in Online Marketing, Internet Strategy, Custom Development, & Award Winning Design. In addition, Kierstin has instructed dance for over 25 years, including over 7 years within the All Star community. Utilizing her experience, she has assisted in the strengthening & marketing of the USASF All Star Dance organization, through program development, social media, website, & marketing services. In addition, Kierstin has provided support & served on various USASF boards, including the DNAB, DWAB, & Dance Rules Committee. She co-founded the Dance Coach Association & built the DanceCentric online community where All Star Dancers, from all over the World, share their experiences & love of dance.*