



USASF BOARD CONFERENCE CALL – SEP 4, 2013

ON THE CALL:

Jim Chadwick, Brian Elza, Catherine Morris, Colleen Little, Dan Kessler, Elaine Pascale, Happy Hooper, Justin Carrier, Gwen Holtsclaw, Jeff Fowlkes, Kathy Penree, Kristen Rosario, Mack Hirschberg, Morton Bergue, Steve Peterson, Tara Patton Harris

Members absent from the call:

John Newby, Mike Burgess

Guests on the call:

Les Stella, USASF Vice President, Rules, Safety and Judging, Lynn Singer, USASF Executive Director, Communications, Amy Clark, USASF Executive Director, Membership

AGENDA:

REGIONAL MEETING RECAP

Amy Clark provided a summary of this summer's Regional Meetings. There was a 38% growth in total attendance over 2012. More than 1400 coaches attended, and if we add field staff, the total is closer to 1500. Participation was high for coach credentialing and more than 350 cheer safety judges were certified. Overall feel and momentum from the meetings was positive and well received by members. The NACCC Congress Meeting (where larger gyms have traditionally attended) has been moved after the Regional Meetings for the 2014 meetings, so we anticipate additional attendance by larger programs next year. Surveys were recently sent to participants. 99% of the early responders would recommend attendance at Regional Meetings to other coaches.

5 STAR ATHLETE REQUIREMENT

Steve Peterson reviewed a discussion and vote at the July Sanctioning Committee Meeting regarding the requirement for athletes to be 5 Star Member Athletes prior to competing for a Worlds bid in 2013-14. It has been a requirement for athletes to be 5 Star Members to compete at Worlds, but membership has not been required prior to earning a bid until this year. The Sanctioning Committee voted in support of the requirement at their July meeting, and additional conversation came up after the meeting. Steve asked the Board if it felt the subject needed further conversation. The Board decided that since it has already been voted on by the Sanctioning Committee, so there isn't a reason for the Board to revisit.

SPECIAL EVENTS RECAP

Happy Hooper reported on a couple of trends in the all star cheer industry. One is the trend of creating "piggy back" events to pre-existing events, some organized by the same event producer as a pre-existing event, some organized by a competitor event producer. The second trend is a variety of new types of all star competitions coming into the market. These events, targeted at all star competitors, offer different types of competitive divisions than traditional all star, do not follow the USASF age grid and rules and are not USASF sanctioned.

Coaches on the Board will further research these new trends and their potential impact on all star in general and on gyms, event producers and the USASF specifically. The topic was added to the October Board agenda.

LETTER FROM THE IEP

Jim reviewed a letter sent to the USASF by the IEP raising concerns over The Summit taking place the weekend following Worlds. There is currently no USASF rule prohibiting an event from taking place the weekend after Worlds, so no USASF rule was broken. The Board, and the Worlds Advisory Board, will continue to review and consider this and other input from USASF members regarding Worlds.



DIVISION I and II AT WORLDS

Les Stella provided a summary of the response at Regional Meetings to the Division I and II proposal for Worlds. He facilitated discussion about the idea at multiple sessions at every Regional Meeting this summer, including the Worlds Advisory Board, the Sanctioning Committee and the National Advisory Board and was met with 90% - 95% support overall.

Next steps: Les will create a Division I and II committee that will prepare for Board review a proposal for potentially implementing these new divisions at Worlds as early as 2014.

WORLDS PROPOSAL

Several Board members made proposals to the Board regarding several ideas for Worlds. Steve addressed some of the short term ideas and explained that the long term ideas could be discussed at the November Board meeting.

Location of Finals: A suggestion was made to move some finals divisions to an off-Disney venue. Steve explained that he did site inspections in Orlando for three alternate locations for some finals divisions. Additional costs for production and transportation would be significant, and travel times to and from locations would be between 30 minutes and an hour, one way. The idea of an alternate location for finals was discussed at the WAB meeting and the consensus of the board was to not move finals.

Steve has been discussing alternatives with Disney and they are looking at an idea to move some divisions to the baseball stadium next to HP. He will update the Board as this is further looked into.

Worlds Expo: Steve explained that this idea was discussed at the WAB. The WAB was in support of offering practice floor space for teams to rent, but was not in support of an expo for gyms to sell t-shirts and other items as it may create an atmosphere for gym recruiting.

Discussion on the Board call brought up points that creating an "Olympic Village" kind of atmosphere in some way for athletes and families to enjoy the camaraderie would be a great addition to the overall Worlds experience. The suggestion was made to take the idea back to the WAB to brainstorm some ideas for creating some fun and exciting opportunities for athletes. Steve will bring ideas back to the October Board meeting.

Larger Divisions: The next topic was considering ways to decrease the number of teams in the largest divisions at Worlds. Being discussed is going back to Divisions A & B and taking a percentage or the top 10 (no more than 50%) from each group to finals.

UPCOMING MEETINGS:

Conference Call: October 10, 10am CST

Strategy Meeting: November 12-13

MEETING ADJOURNED