



USASF Cheer National Advisory Board

August 11, 2014

Chicago, IL

IN ATTENDANCE:

Andrew Dean, Angela Rogers, Ann Lehrmann, Brandi Sims, Carly Byman, Chad Lemon, Daniel Allen, Debi Larson, Derrick Patterson, Jennifer Graham, Lance Stoltenberg, Lee Grobstein, Liz Rossetti, Patrick Cowherd, Renee Smith, Ryan Sundquist, Shawn Smith, Sean Soba, Sean Sutton, Stephanie Ammirati, Tonya Roesel

USASF Staff:

Jim Chadwick, Steve Peterson, Les Stella, Lynn Singer, Amy Clark, Karen Wilson

Guests:

Justin Carrier, Mike Burgess, Mike Pare

COMMUNICATIONS UPDATE – Lynn Singer

An outcome of the Cheer National Advisory Board meeting in April was the task to create messaging and initiatives that promote All Star. Lynn presented a video that interviews athletes, coaches and parents about the personal growth and character that All Star builds, illustrates how All Star prepares participants for college and beyond and emphasizes the message of the importance of the “journey” and not the “destination.” One of the goals is for All Star participants to feel a sense of pride about their participation in the sport when viewing the video, and for misperceptions about All Star to shift when those outside of the sport view it. The video, along with cheer specific and dance specific versions, will be posted throughout social media, made available to gym members to use as a promotional tool and to event producers to play events. Additional videos will be created to continue the messaging forward. Next steps are to present the videos to the Board of Directors for review and approval before final release.

Mentoring Leaders Program – Karen Wilson

Karen explained the USASF Mentoring Leaders program and introduced the participants. The program was established to mentor emerging leaders and to have them explore and develop programs and initiatives that might benefit All Star. There are two programs being worked on by the leaders, both focused on growth:

Fitness Program for schools

The first program provides All Star programs with tools and outlines for gyms to develop fitness programs in schools. The idea is to approach the PTA/PTO at a



school and organize an after school program that introduces students to basic fitness, tumbling and cheer fundamentals. The gym earns revenue from the students who register, the PTA/PTO receives a portion of the registration fee as a fund raiser, and at the end of the six or eight week program, the gym may gain some new participants to their All Star program.

“National Night Out” (working title)

The second idea is to create an initiative for a “national night out” or “bring a friend to the gym” day in an effort to celebrate All Star and grow enrollment in every gym. A kit would be created for gyms to organize, promote and implement an open house or similar event on the same day/night across the country.

STUNT – Karen Wilson

Karen provided an update on the efforts of a subcommittee that was created to consider possibilities and opportunities of STUNT, the new sport introduced by USA Cheer. The committee identified two potential opportunities that STUNT may provide gyms:

1. STUNT teams from schools could receive training at gyms.
2. Possible opportunity to create summer leagues to compete in STUNT.

The USASF committee will continue to dialogue with USA Cheer to further identify opportunities between All Star and STUNT.

USASF Update – Amy Clark

Amy provided an update on the success of USASF Regional Meetings that took place this summer. She also reviewed Athlete Membership, birth certificate and team roster requirements and noted that when event producers and Regional Directors coordinate prior to an event to activate gym and athlete memberships, the process is much smoother. The USASF will hire and designate a staff person responsible for managing the membership process.

ROUND TABLES

“CHEER DANCE” division proposal

An idea for a new dance division for cheer teams was presented at the Southeast Regional Meeting this summer and was discussed at each meeting afterwards. The idea sparked conversation that considered a variety of possibilities in both dance and cheer. Some cheer coaches see “cheer dance” as an opportunity for athletes who may plateau at a low-mid level in cheer to succeed in this division. They also see it as a reason for athletes to remain involved in cheer that might be considering leaving because of that plateau. Some event producers also recognize the opportunity for additional revenue in event registration. The NAB



decided that the idea is worth exploring and created a joint sub committee with members of the Dance National Advisory Board to fully consider the idea from all angles and determine next steps.

COACH REQUIREMENTS AT EVENTS – Sean Sutton

Sean presented a progressive set of requirements for coaches at events that would require Professional Membership and Coach Credentialing to be admitted to the warm up room at all sanctioned events by the 2016-17 competition season. The NAB is in support of the plan. It will go to the Sanctioning Committee for review next.

IMAGE POLICY – Justin Carrier

Justin reviewed that the full length uniform top policy will go into effect with the 2015-16 season. The Image and Appearance Council, including USASF member apparel companies, met in May to discuss how to remind customers that the policy is effective in 2015-16 as they are making uniform selections this year.

The communication between USASF and gyms about this policy needs to be revisited and a coordinated effort between the USASF, event producers and apparel companies needs to be planned. Safety judges will be trained to uphold the crop top rule as they are judging at events.

DIVISION II

A question asking whether “small gym” should be renamed to Division II was added to the Rules Slate that will be voted on by coaches after the NACCC meeting this weekend.

PANEL JUDGE TRAINING

The floor was opened to the committee to bring up additional topics for discussion. A question was raised about the possibility of the USASF implementing panel judge training as a goal for consistency in implementation now that the Universal Score Sheet is released in its first phase. The consensus is that the NAB would like to see the USASF provide some kind of standard judge training.

Meeting Adjourned.