

2013 National Advisory Board Election Candidates

Event Producers



Stephanie Ammirati
 NCA

Stephanie Ammirati is the Varsity All Star Scoring Director and National Account Manager for NCA. She is a commentator for the CBS Sports Network during NCA All-Star Nationals. She serves on the Varsity All Star Scoring Committee, helping to create consistency across the Varsity All Star Brands. She has been a part of the All-Star Industry for over 15 years.

Seeing the All Star Industry as an Event Producer, Coach and Athlete has helped me grow and succeed. Knowing what the coaches and athletes want, as well as what is conceivable on an Event Producer helps me balance my opinion on many topics in the industry. I am constantly trying to listen to industry leaders on the regional and national level. I am able to maintain an unbiased opinion on topics to give a statement that can help aid the growth of the All Star Industry.



Darrell Bagby
 The American
 Championships

4 year cheerleader and senior captain at the University of Florida, 10 year summer camp instructor and 20 year competition event producer administering events as large 425 teams. Former choreographer and small gym owner. I have a sincere respect for the athletes, parents, coaches, choreographers and owners who have built our sport and continue to do so at every level. I would welcome the opportunity to shape policy and move our industry forward safely while hearing the voices of all who call cheerleading and dance their passion – As I do.



Tony Bennett
 Cheer Xtreme Events

Over the last ten years, the Spirit Industry has grown into an over-saturated multi-million dollar business. Launching a brand-new company in this flooded market would be considered by many to be risky and imprudent. As the founder of Cheer Xtreme Events(CXE), I recognize and understand these challenges and have implemented processes that ensure CXE a solid structure that minimize risk and present opportunities to excel. My clearly focused vision and optimism allows me to see the industry with a unique perspective, drawing from my experience as an athlete and an entrepreneur. My passion for customer satisfaction has allowed me to develop and implement top-notch production and excellent service at all events, which in turn has made my portfolio of teams more than double in size within one year. "Setting the New Standard", CXE's signature slogan, is also a call to other industry leaders to create a culture of honesty, respect and integrity in their relationships with their customers and to employ creative methods that 'give back' to the sport and its athletes. I will bring this same passion to the NAB and be one of the most influential and vocal agents coming forth in the promotion of cheerleading as sport!



Michael Bolden
 Champion Spirit Group

I have been privileged enough to spend the last 25 years of my life as a part of the spirit industry. I started as a cheerleader, camp instructor, coach, choreographer, and gym owner. Now, I am blessed to be co-owner of Champion Spirit Group & Nation's Choice (based out of Chicago). I am passionate about this industry and the impact it can have on young people. So each and every day I do my best to lead my personal and professional life as a positive example for those individuals who may wish to one day follow in my footsteps. As a member of the NAB, I would continue to push for more consistent policies and regulations regarding athlete safety, sportsmanship, and coaches/gym owners training. We can only grow our industry by putting the tools in place that protect our most precious commodity: our athletes. I would be extremely pleased to participate in a process that resulted in the implementation of more stringent safety standards at all levels of our industry.

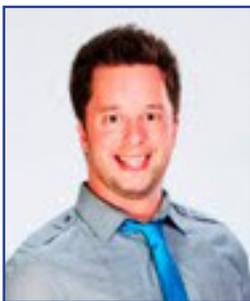
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Kevin Brubaker
CHEERPORT

I would be honored to continue to serve as a NAB representative. My passion for the sport has encompassed all parts of my life as an Event Producer with CHEERSPORT, a gym owner of Charlotte Allstar Cheerleading for 23 years, a Judge for numerous competitions, a former Level 5 World's coach, a current coach of a Youth Level 2 Team and a cheerleading dad of two daughters. I have the privilege to attend 20+ competitions every year, and wearing my "different hats" helps me to see cheerleading from many different angles and perspectives. The last two summers I have also been a part of all 12 USASF Regional Meetings; this has helped open my eyes to many different concerns and opinions in different parts of the country. I have been to over 2000 gym's in my cheerleading career and love seeing firsthand the joy of the first dollar made and the frustration of having to go out of business. I want all cheer businesses to be profitable and will continue to give Gym and Business Plan advice. My #1 desire is that every person involved in our great sport would have the chance to make life better for children everywhere.



Scott Cole
Varsity All Star

I grew up in Kernersville, NC; a member of the first Cheer Extreme large coed team from 1999-2001 under the direction of Courtney Smith-Pope. Upon graduating high school, I studied Business Administration at the University of North Carolina at Wilmington and spent my summers as a head instructor for UCA. I participated in the Macy's Parade in NYC and New Year's Parade in London as well as many UCA National Championships in Orlando, FL.. After graduating I accepted a job in Memphis, TN as the Southeast Customer Specialist for UCA. Shortly thereafter I became the Regional Development Director in the inaugural year of the Varsity Family Plan and continued on as an All Star Advisor for the Southeast region for Varsity All Star. In 2009, I moved to Knoxville, TN as the director of the Varsity Network and now I work for Athletic Championships, as its current Brand Director. I am deeply involved in its planning, staffing, judging and event direction. As a former all star athlete, coach, and now event producer, I have a passion for the sport of all star cheerleading and its continued development.



Matthew Goto
Varsity All Star

We are at a pivotal point in our industry whereby the leaders must collaborate effectively and without bias in order to continue on the path of legitimacy. If elected, I can assure our members that I will serve in whatever capacity is required in order to meet the highest standards of collaboration and to provide innovate and thought provoking ideas that will enhance and strengthen the USASF for many years to come. As an all star sales director I feel that I am very in-tune with the needs of the gym owners, coaches, athletes, and parents. And as a choreographer and camp director I value the importance of safety and positively promoting our sport. I value the efforts of the USASF and have worked on the West Coast to promote gym and athlete membership. I am a product of the All Star industry as a former athlete, coach, choreographer, and now an event producer. It would be an honor and a privilege to be a part of the USASF National Advisory Board.



Jim Hill
Varsity All Star

If elected to the National Advisory Board I feel I would bring a diverse background from our industry. I've worked for both the Jam Brands and Varsity All Star, currently as the Brand Manager for One up Championships and the Northeast Varsity All Star Advisor. I feel I have a unique perspective when it comes to the Cheer Industry with my professional background as well as the time I spent as an athlete in collegiate cheer at the NC State University and the University of Louisville both as a cheerleader and a coach. Ultimately, I enjoy working with others to find common ground to achieve a mutually desired goal.

- *NCA Collegiate National Champion (NC State - 2001, Louisville - 2005, 2006)
- *NCA All Star National Champion (GymTyme Open Coed Level 6 - 2005, 2006)
- *USASF/IASF World Champion Coach (GymTyme International Coed Level 6 - 2010, 2011)
- *2011 NCA D1A National Champion Coach (Louisville Large Coed)
- *Bachelor's Degree from NC State in Sport Management
- *Master's Degree from the University of Louisville in Sport Administration

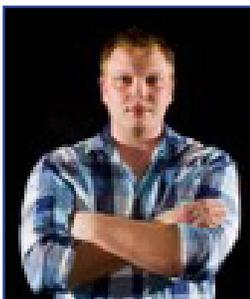
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Debi Larson
CHEERSPORT

My name is Debi Larson and I would appreciate your vote to be elected to the NAB. Cheerleading has been in my blood since age 5. I went on to cheer in High School and College. At the age of 15 I coached my first Recreation team and won the City Championship. Since that time I have continued in the Cheerleading Industry as a parent, coach, gym director, a gym owner, Southeast Territory Director, Event Director, Judge Director and the Worlds Bid Director for CHEERSPORT. Most recently, I have joined Varsity as a Varsity Allstar Advisor. I feel that my background as a Parent, Coach, Gym Owner, Sales Advisor and Event Director gives me a very unique perspective when viewing our industry and the changes that are needed to keep it growing, be consistent and remain a dominant sport of choice for our youth. Being elected to the NAB would allow me the opportunity to contribute my experience, perspective and passion for excellence to this important group that shepherds our great industry. Thank you for taking the time to consider my nomination on the NAB.



Chad Lemon
The JAM Brands

Chad lives in Louisville, KY and is currently the Brand Director of COA Cheer & Dance. Formerly, Chad was the Central US JAMcare Representative for The JAM Brands. Chad also owns his own spirit industry company, 360 Spirit which offers camps, choreography, apparel, and judging & consulting. Chad has won multiple choreography awards and was nominated for choreographer of the year at the 2012 World Championships. Chad was also nominated to serve as an emerging leader through the USASF in 2011. Chad has also served as the President of the Ohio Association of Cheer Coaches in 2009 and was nominated to be a judge at the 2009 Cheerleading Worlds. Chad started with COA in 2005 as the Staffing/ Judging Coordinator. In 2007, he left COA to start his own company and returned in 2010 with The JAM Brands to work in the JAMcare/ Sales department. Chad has been very involved with the USASF since its founding and has been a USASF Safety Certified judge for several years. Ultimately, Chad uses his background as a coach, choreographer, judge, event producer, and ally to the USASF to help make smart decisions and think of all aspects of our industry.



Tres LeTard
Varsity All Star

With over 13 years of professional experience in the All Star industry, I feel I have the insight and leadership skills required to be a contributing member of the NAB. Below are a few highlights of my career in cheer.

- + June 07-Present -Varsity All Star, VP of Sales and Development
- + Direct the overall sales of Varsity All Star championships and promotional programs
- + Manage a 10-15 member national sales force, Varsity All Star Advisors
- + Developed and facilitate Varsity's largest promotional program, The Varsity Family Plan
- + Coordinate over 300 championship dates and locations annually, across 18 event producing brands
- + Assist with strategic decisions at the corporate and brand level



Jibreel Rayam
All Things Cheer

Vice President, Co-Chairman of All Things Cheer and Dance LLC-based out of Arizona. VP and International Director of The International Cheer Alliance based out British Columbia. Both company's, are proud Tier 2, USASF Event Producers. Originally From Seattle, WA where he is a Pioneer of the All Star cheer industry in the Pacific NW. He started his first of 3 gyms at age 17, was inducted into the WA State Cheerleading Hall of Fame at age 30, for his coaching and choreography success as well as unrivaled efforts and passion to take the sport of cheerleading to new heights. He is an overall advocate of the; Development, Safety, Integrity and Future of our industry. He has been USASF Certified since 2006, as well as a USASF Certified Safety judge since 2007. He is a very proud member of the Regional Advisory Board (RAB) and takes pride in his membership to the USASF/IASF. Jibreel is a perfect candidate as An Independent Event Producer, Coach, and or affiliate for the NAB. Jibreel holds a passion to see the Federation holds it value and true purpose for the sport and people. This passion is known all around the World.

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Liz Rossetti
AmeriCheer

As a NAB representative I will provide leadership and strong representation of a successful business woman who created, sustained and improved the cheer and dance industry. My insight will provide foundational skills to shape and advance the all star industry and the communities they serve. My professional portfolio includes: SITA Founder/Member (now ASIP), NCSSE founder/member and now in alignment with ACCA, The Ohio State University Cheerleading Advisory Board Member, AmeriCheer President/Owner, Head Cheerleading Coach Otterbein University, Member of The Ohio State University Cheerleading National Championship Team ('83) and additional cheer, dance and fitness instruction. I received a B.A. in Physical Education and M.A. in Sports Management from the Ohio State University and it has afforded me tools and knowledge to share with others. It is with great conviction that I believe in the principal of paying it forward, and through my education and personal experience I am proud to have lead and developed young athletes and their coaches within a safe and ethical manner and look forward to continuing to contribute to the future of All Star Cheerleading.



Lisa Saline
DX Events

In 2013, Lisa celebrates 26 years in the industry. What began as a college coaching gig, quickly evolved into a lifetime passion and career. Lisa is an icon in the dance & cheer industry, traveling around the world teaching, speaking and training. Lisa has been honored with many awards over the years, but her most cherished are being selected as one of the Spirit Industries 25 Most Influential People and inducted into the Minnesota Vikings Cheerleaders Hall of Fame. In August of 2010, Lisa was voted by her colleagues in the Spirit Industry as the Chair of the Independent Event Producers (IEP). Playing a vital role as a founding member of the National Council For Spirit Safety & Education (NCSSE), Lisa continues to promote safety education world-wide. She is a charter member of the National All-Star Cheerleading Coaches Congress (NACCC), served as the inaugural chair for the Spirit Industry Trade Association (SITA), Sanctioning Committee, Dance Worlds Advisory Board and was elected for a 2nd term on the USASF National Advisory Board. Lisa is an active member on numerous committees within the Dance Worlds, SITA and the IEP. American Cheerleader Magazine has her on the Advisory Board as does the AAU Dance/Drill Association.



Shawn Smith
Eastern Cheer & Dance

I am honored to be nominated and would be honored to serve as a member of the National Advisory Board. I've been involved in cheerleading and dance for more than 30 years and I've been involved in the Spirit Industry on a professional level since 1989. My love for the sport of cheerleading began long before an opportunity for my involvement was available. Since becoming involved in cheerleading, I've served as a cheerleader in Middle School, High School and College. I've also worked as a Camp Instructor, College Coach, All Star Coach & Gym Owner, Judge and Choreographer. My passion for the industry has driven me to return to a career as an Event Producer at Eastern Cheer & Dance where I serve as Chief of Operations. I'm very interested in expanding and improving the sport as seen through my involvement with the IEP and OSIP. Having had the opportunity to serve on many 'sides' of the industry, I feel my experiences will help me to have a broad view of the entire industry and will aid me at making sound and balanced decisions for the sport and for all whom I would represent as a member of the board.



Renee Smith
United Cheer

Renee has been involved in the cheer industry for 18 years; as a cheer mom, the calculations manager for another major event producer, a gym owner and now an event producer. Her company, United Cheer, is in its 10th year and growing remarkably. Being involved in all facets of the cheer industry makes her a viable candidate for the National Advisory Board. Her passion to legitimize the cheerleading industry is incomparable, with her main focus being a universal score sheet. Renee was an elected member of the USASF Sanctioning Committee representing the Tier 3 and 4 Event Producers in 2011 and 2012. After being invited to attend the 2012 NAB meeting by Jim Chadwick her desire to be more directly involved with the cheer industry has significantly increased. Her sincere dedication to the sport of cheerleading makes her perfect for the National Advisory Board.

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Regina Symons
American Cheer Power

Regina Symons has been in the event producing cheer business since 1984! She started her company as Texas Cheerleading Association and moved into the National arena in 1994 with American Cheer Power. She was the very first company in Texas to offer several ability levels, including the Non-tumbling level called LETS CHEER. It is Symons belief that every child should have the opportunity to compete and be a part of the Sport of Cheerleading. Since then LETS CHEER has become well-known as ability LEVEL ONE. Most gyms offer this level as a starting point for beginners. It is also used for athletes that don't have tumbling skills. A CHANCE of winning gives them the motivation to continue to improve. Levels make the sport safer, as athletes now compete at their own ability level. This change has revolutionized the world of cheerleading, and is the reason for the explosive growth of All-star Cheerleading! With USASF as a governing body, athletes are assured which technique is appropriate for the various ability levels, reinforcing the safety of the sport. In 2008 Cheer Power became a Varsity Brand Company. It is a HUGE compliment to Symons that Varsity, which includes the NCA brand, wanted Cheer Power to be a part of their family!



Tammy Van Vleet
Aloha Spirit Productions

I am the owner of Golden State Spirit Association and The Aloha Spirit Championships. GSSA was the sixth company to award Tier 1 bids to the USASF Worlds. I have served as the former USASF Conference Coordinator, on the NAB and on the Compliance Committee and am a member of the USASF Hall of Fame. If elected to the NAB I would extend my goal as an event producer to strive for what is right for the kids and coaches in our industry. I make decisions to better the industry over furthering profits and would bring this perspective to this position. We have an exciting opportunity to positively contribute to the development of young people and I do not take this for granted nor do I discount the amazing industry of all-star cheer and dance as an impactful activity for thousands of people. My perspective as an independent business owner and a woman in this predominantly female activity will contribute to my effectiveness on this Board.