

**USGSA SPRING MEETING**  
**Hyatt Regency Hotel, Jacksonville Florida**  
**March 3, 2011**

First, a special note of thanks to all companies attending the meeting: Alpha Factor; American Athletic Inc; Elite Sportswear; Deary Gymnastics Supply; Dollamur; Gibson, Inc; JKLM Designs; Mancino Manufacturing Company, Inc; Garland Activewear; Motionwear; Process Pink Payments and GMR /Ten-0. Guest from USAG: Steve Penny, Kathy Feldman and Cheryl Jarrett.

**Call to Order:** President, John Deary called the meeting to order at 8:10 AM. Gave opening remarks and general announcements about the competitions taking place. Tickets / Invitations were provided to The Nastia Cup, The American Cup and The GK Social.

**Minutes from General Membership Meeting Congress, Hartford, CT:** Approved as submitted.

**Treasurer's Report:** Treasurer, Brian Smith presented the report. As of March 3<sup>rd</sup>, 2011 there are 48 members invoiced. We are increasing our roster due to the Industry Plus Membership parameters of USAG. We ended the 2010 fiscal year at a Balance of \$5,722.44. As of March 1<sup>st</sup> 2011, current membership dues invoiced total \$19,200.00. Membership dues will stay the same at \$400, which were voted and agreed upon at our general meeting in Dallas.

**Old Business:** John Deary made a motion to approve the 2010 minutes, everyone looked over and approved.

**USAG Update:**

USAG has been Promoting National Congress and the Trade Show actively. They are doing more events such as the "Fan Fest" that they tried last year in Hartford, to bring in more people other than just coaches and people affiliated with the meet. They are actively trying to promote and build the sport of gymnastics at all levels especially with an Olympic year coming up. Cheryl Jarrett will be the new VP of Membership Services, however, Kathy Feldman will stay on for one more year to help with the transition. Lynn Moskovitz is the new educational director for USAG.

**Topics and Concerns:** John Deary brought up topics to be discussed such as:

- \* Marketing plan for St. Paul will be very similar to Hartford.
- \*USGSA's sponsorship with USAG- what we are currently getting from them and how much we want to spend.
- \*Marketing of Regional and National Congresses. Building promotions and provide them to USAG through advertisements and email blasts.
- \*More exposure of our group on the USAG website. Mike Raines mentioned maybe doing a link from the USAG website to our association.
- \*USAG to provide additional exposure available via two Monthly e-mail blasts: one to Registered Attendees and on to Registered Gym Clubs. We must work with Erica Koven on this excellent opportunity.
- \*John Deary mentioned that National Congress always has good speakers and maybe the National office needs to be filtering down into the Regional congresses more, especially where attendance is very low because of repetition in speakers and members are not attending because they feel they are not receiving any new education.

**Trade Show and Congress Travel Info:** . Visa Championship 2011 will be held in St.Paul Minnesota. Olympic Trials 2012 will be held in San Jose, California Stetson will be our decorator again for St. Paul and possibly San Jose. USAG is trying to do a 2 year contract with them. . Color theme for ST Paul will be same as last year . Color Theme for the trade show hall in San Jose will be red, white and blue in honor

honor of the Olympic year. Major Sponsor activity is up, and the Hilton Hotel is on board as a USAG sponsor. They could provide discounts to USAG members including vendors. Steve Craig suggested that we use those discounts for Regional shows and a chance for better venues.

Additional pertinent information...

- Exhibitor packets will be out March 15<sup>th</sup>.
- We are located in Hall A, which is approximately 40,000 sq. feet.
- Each booth is 10X10 with pipe and drape, maxing out the space allows for 202 booths.
- You must pay for carpeting if you want it in your booth
- There will be no sessions in the hall b/c they cannot fit the extra equipment due to space limitations.. If the training gym happens to get moved we will pick up that Hall B for exhibit space. "Not likely to happen"
- Exhibit hall is downstairs and lecture halls are upstairs. (Registration is also upstairs at this time – suggestion to Cheryl Jarrett to move Registration to "right outside the Exhibit Hall.)
- Business Conference will be held Wednesday Evening.
- Food and beverage will be outside the exhibition area however, Cheryl Jarrett will be looking to improve this situation.

#### **Discussion with Steve Penny:**

Spoke about the 2 competitions going on in Jacksonville, the Nastia Cup and the American Cup. He commented that the Nastia Cup series has really helped to promote our sport in the dead times throughout the season. At the American Cup, 5 out of the 6 members of the 1996 Olympic team would be present in light of the 15 year anniversary of their gold medal. He also commented that FIG has created a new format to allow a more level playing field for the World Cup event.

#### **Topics that he brought up about St. Paul:**

- In St. Paul the hotel accommodations are very limited
- Ticket sales are already ahead for the event
- They are running promotions with Mall of America and other sponsors
- There will be one hospitality area for the event
- There will be an outdoor Fan Fest area again

#### **San Jose:**

- They are going to be doing city wide promotions of the event through different festivals and activities.
- He made the comment that our Association can be more involved with planning the event via the LOC
- Hilton is an Olympic Sponsor, and they are hoping to do a long term deal with them. Trying to push Regional congresses to these areas and can possibly use this relationship for our individual businesses and companies. (point person for Hilton is Mike Hill). Regional congresses are still under Kathy Kelly for now.

#### **Other discussion with Steve Penny:**

Disney wanted to build an event that they could be a partner in. So they are going to do an Open Championships event that will take place next June. It is for clubs and kids at the lower levels who would like to have the chance to compete in a big championship meet. Women's and Rhythmic are jumping on board this year and they hope to add Men's and T&T. They would like to do a long term agreement with Disney, which he could then make it a trade opportunity for our businesses.

USAG also just signed a long term lease with the Karolyi's as an official Olympic training site. J.O camps will also be hosted at their facility.

Kathy Kelly's position needs to be filled, so please contact Steve with any potential Candidates.

## **10 Minute Break- Reconvened at 11:00am**

**Regional Congress Recap** from last year. Discussion on how regional congresses were last year as far as attendance, venues, accommodations, and any issues. Consensus that the Regional Congresses need improvement and value for the attendees and vendors.

Kathy Feldman and Cheryl Jarrett came into the room.

### **Discussion with Kathy Feldman and Cheryl Jarrett:**

#### **Discussion on St. Paul:**

They are very happy with the convention service contractor Stetson and will hopefully sign at least a two year contract with them. They feel Stetson's pricing is fair and reasonable. Union prices in St. Paul will be very similar to Hartford in regards to budgeting and what you pay for. Kathy warned that San Jose is going to be much more expensive, possibly even double what we pay for Hartford and St. Paul.

In St. Paul we will have the hall starting on Monday. Tuesday exhibitors can start setting up. Wednesday we have to be finished setting up and out of the hall by 3:30pm.

#### **Schedule for St. Paul:**

Wednesday: 5-7pm. Business Owners Preview. Group discussed opening this up to any member who was in town and not just business owners. All agreed this would be OK.

Thursday: 7:30am -5:45pm. Thursday early opening to coincide with Registration. Group agreed and Kathy approved.

Friday: 9:00am- 5:45pm

Saturday: 9:00am-1:00pm

Kathy mentioned that one thing they may be able to do for our organization is to pull up anyone who is registered for National Congress and the organization can tag on to email blasts to target audiences. John will appoint someone to organize what goes out for the association.

#### **Food:**

-Continental breakfast at 9:00am when members have their break

-Lunch outside the hall. John pushed for lunch to be inside the hall. Cheryl mentioned if we can't get lunch inside the hall, then if space allows, they will set up tables in the hall so that members have to go in and sit to eat. Mike from Process Pink mentioned that maybe vendors could purchase so many lunch vouchers and give them out to our customers – Cheryl Jarrett will check.

#### **Additional Sponsorship Opportunities and Information:**

Kathy suggested we become a Bronze Sponsor of the Hall of Fame for \$1,000.00. We will get tickets for a table of 10 for the Hall of Fame banquet Friday from 10:30-1:30. We would have recognition of our sponsorship on the table and in marketing materials. Group agreed that we could donate our tickets Back to USAG for distribution to others instead of our members going during our 11-1:00 Exhibit time..

- Exhibitors Need to let USAG (Cheryl Jarrett) know if they are having autograph sessions ahead of time and time slots. USAG will help promote if they can.

- Please let USAG know of any early morning booth meetings, staff attending and number of guests. USAG needs to plan security for these pre-exhibit hour meeting.
- Any other activities you plan on doing in your booth USAG needs to know ahead of time, to make sure the correct security is provided and all staff is prepared for the schedule within the convention center.
- VIP passes will be 2-4 per booth to a max of 20.
- Additional joint marketing via 55 each 22" x 48" Signs that will be at Session Rooms and Various other Congress locations.

Bob Mancino offered to print the Industry banners that will show both USAG and USGSA logos... and will highlight the Industry Plus Members.

### **Looking ahead:**

2012 American Cup will be at Madison Square Garden.

Olympic Trials will be in San Jose California in August.

Marketing for the Olympic Games: Cheryl proposed that USGSA and USAG partner and come together to help support USA Gymnastics University and educational programs in "Education Pays" or another similar theme. They would want us to promote things such as safety; child and athlete comes first (standard of care, child welfare agreement); learning and improvement is what matters; and stressing that coaches must be certified.

We can be a part of this as an association, or as an individual business.

With the direction our society is moving, USAG feels it is vital that these issues be addressed so that the sport of gymnastics stays healthy and viable. USAG could possibly provide us with educational banners and give us a discount on bulk amounts that we could pass along and distribute to our customers.

### **Concerns about Fan Fest:**

Some vendors felt that Fan Fest took people out of the hall and onto other activities. Kathy Feldman stated that Fan Fest will continue to go on and probably grow, however ensured us that it is only attracting people outside membership services and who are only there to see the competition.

Rebecca Mancino proposed that if it is geared towards the parents and kids that it should not be in the Congress guide for coaches and club owners to see.

**12:00 break for Lunch**

**1:15pm Reconvened**

### **2011 Regional Congresses: Dates and Locations**

Region 1- August 26-28; Santa Clara, California; Marriott Santa Clara

Region 2- **September 9-11; Everett, WA**

Region 3- June 11-12; Vail, Colorado; Vail Cascade Resort

Region 4- August 17-20; St. Paul Minn. Held in conjunction with National Congress

Region 5- Sept. 23-25; Indianapolis, IN; Indianapolis Marriott Downtown

Region 6- Aug. 5-7; Boston, Mass; Marriott Boston Newton

Region 7- June 24-26; Baltimore, MD; Hyatt Regency Baltimore on the Inner Harbor (Thursday night showing)

Region 8- July 15-17; New Orleans, La; Hilton New Orleans Riverside (Thursday night showing)

Hall hours will Remain the Same for Friday and Saturday.

No Sharing booth space.

Bob motioned that we close out booths Saturday night/ No Sunday showing

--second by Brian Smith - All agree/ passed

Steve motioned for Thursday night showing

--second by Kathy Jones

--All agree/ passed (this will only be for Region 7 and 8 due to hotel restrictions in some of the other regions)

--Registration starts on Thursday at 5:30, so showing will be 5:30-7:30pm

Suggestion to ask for 10 each Full Page ads in Technique Magazine to promote the Regional Congresses and our Association. Discussion ended with asking for this as part of our \$15,000 USAG 2011 Sponsorship.

Currently our sponsorship to USAG is \$12,500.00.

Brian Smith motions that we increase our sponsorship with USAG to \$15,000.00 and ADD more benefits to our sponsorship bullet points.

- 1) Full page Ad in Technique Magazine – 10 Issues
- 2) More signage at congresses and shared logos
- 3) Additional Full page Ad in Congress Guide
- 4) Hall of Fame Bronze Sponsorship

--Tamara Smith seconds

--All agree

Gary McDowell agreed to help with the artwork for any Ads.

Group decides on \$200.00 max expenditure for a small awards ceremony to be held during our General membership meeting in St Paul.

Brian motioned to change the artwork of our Logo for Ads

--John Deary seconds

--All agree

--Gary MacDowel has agreed to help with up to 4 new designs of new USGSA logo's to present at the general meeting in St Paul for an approval and vote.

#### **New Advertising for USGSA and the Mega Raffle 2011:**

- Ads are due for Mega Raffle by April 1<sup>st</sup>.
- Regarding prized donated by members : Mega Raffle prizes should be” no purchase necessary”. It is a free gift to the winner.
- All agreed that the Mega raffle Drum will have 2 **moves per mega raffle session instead of 1 like last year.**
- \$500.00 minimum gift, with a \$250.00 minimum for multiple gifts.
- \$10,000 value of the Mega raffle will be part of a silent auction this year. Proceeds from the silent auction will be a donation to USAG for educational purposes.

- Vendors can choose to do only the mega raffle or both and include the silent auction in their donation. All donations (Mega raffle and silent auction) will be totaled per vendor to place them in order of dollar values donated. Silent auction items need to be specified by each vendor.
- No specific amount guarantees your Raffle pull in your booth – this will be clarified.
- Most of the rules are the same as last year with minor changes – John Deary will redistribute the Mega Raffle Rules and points of information to all members.
- Commitment to amount of donation is Due by March 15<sup>th</sup>

### **3:30 PM Break**

### **3:45 PM Reconvene Meeting**

#### **COUPONS**

The attendees voted to continue the Coupon Promotion . Kappy Bowers has volunteered to spearhead these efforts again, and will be in touch with our membership. Coupons will go into the packets and distributed at USAG registration just like last year. Kappy has pleased asked that Ads get into her as soon as possible. Kappy has asked that the coupons are only one-sided. It will be \$100.00 per coupon Ad.

#### **Business Conference Goodie Bags:**

All agreed to do Goodie bags again, however we will reduce the number of goodie bags to be a closer count as to who is in the business conference. (last year we had a large amount of extra goodie bags)

#### **Non Attending members request for discussion**

There was no non member input for this years meeting.

#### **More Discussion**

Discussion commenced about non-exhibiting members. In moving forward, we will gather more information from new applicants on their past exhibit history and possibly their future exhibit intentions. All agreed to keep existing vendors on even if they are not attending shows as long as they are paying their dues.

Also, discussed raising the basic, single booth price to \$2000.00. Hence, the discount for being an Industry Member and Industry Plus Member would be greater (\*\*and more money would channel back to USAG.)

We are also reinstating the application fee of \$75.00 for new members.

Agreed that USGSA invoices should go out by email in January. Members not paying dues by June will be dropped off our member roster, and all USGSA communications will cease. Re-entry will be via re-application.

#### **Motion to add change in Bi-Laws:**

John motioned: Should we accept credit card for membership dues?

Motion was tabled until more information could be provided by Mike from Process Pink regarding costs and possible income to pay down the costs plus more.

#### **New Business:**

Clarified that the term for Board Members is three years..

Term for Officers is two years.

#### **Board Positions Available:**

\*1 board member spot: will be voted on at general meeting in St. Paul. (nominees so far are Wendy Martin and Kathe Jones)

\*Secretary position currently held by Wendy Martin is open and must be filled due to two term limit.

\*Treasurer position currently held by Brian Smith is open, however, Brian Smith offered to hold this position for another two year term. He will need a nomination and a positive vote at the general meeting.

**General Membership Meeting** is Wednesday August 17, 2011 at 7PM, Location: Exhibit Hall. **We may need to move to a room if there is not enough space in the hall. TBA**

Next year's spring meeting possibly in Puerto Rico, Cancun or Las Vegas. To take place last week in January or first week in February.

Motion to adjourn by John Deary

2<sup>nd</sup> Rebecca Mancino

Unanimously agreed upon by all attendees