

**USGSA General Meeting  
St. Paul, Minnesota  
August 17, 2011**

**Call To Order:**

**President, John Deary DGS called the meeting to order at 7:20PM**

Welcome and Opening remarks

***Reminder of mission of the USGSA.*** The mission of the USGSA is to help USA-Gymnastics increase attendance at the trade shows and on the trade show floor, of USA Gymnastics sponsored events, including National and Regional congresses. Any topic outside of this scope is not in the charge of our members or its board of directors.

**Reminder of USGSA Member Privileges:** The USGSA believes that with a strong public following of our national teams and the success of those teams internationally, we all benefit from a larger audience at televised events and increased attention to other media outlets. It is in our best interest to support the achievements of our top athletes as they are mentors who help build the number of participants at every level in gymnastics. We will succeed in building a healthy well-balanced and strong gymnastics industry by supporting USA Gymnastics and improving the quality of their events such as Regional & National Congress and Championships.

**Member Benefits Include:**

- A voice with USAG
- Network with industry and business leaders in the gymnastics community
- Opportunity to participate in multiple organized promos that include repetitive marketing leading up to congress
  - Mega Raffle
  - Coupon Promo
  - Silent Auction
- Present your company in a private showing before trade show hours to the members of the Business Owners Meeting
- Offer product to the Goodie Bag with your logo for Business Owners Meeting
- Receive special designation in the Info Guide created by USAG for National Congress
- Special Recognition banner for your company booth
- Your company website link on the USGSA website

Attendee Numbers given were 2,000 attendees. There were 1300 paid registrants as of the Friday before congress. USAG Support donation was \$15,000 this has increased every year.

**Introduction of Cheryl Jarrett, New Vice President Member Services USA Gymnastics**

Thanked everyone for attending and showing at Congress. Excited about the Silent Auction, has confidence that we can help raise money, since they already spent the \$10,000. Potential in Rhythmic Gymnastics and T&T coming to congress next year. 15 lectures will be dedicated to these disciplines.

**Introduction of Erika Koven Director of Member Services:**

Thanked everyone for coming and looking forward to a great show!

**John Deary has some public thank you's**

- Thank you to AAI Mark Shaw and Lisa Ebersole for collecting and organizing the Business Owner Goodie Bags
- Thank you to Kappy Bower and Mike Raines of GMR- For both the concept and for the organization of the coupon promotion. It took many of GMR'S man-hours to prepare, print and stuff the coupon packages and make such a fantastic presentation. I thank you Kappy and Mike for your taking charge of this promotion and making it happen through another successful year.
- Thank you to the entire **board of directors and to all the member companies** who were present at this years planning meeting in February in Florida. We had ten companies represented.
- Thank you to Erin Gettle for attending the Florida meeting on Wendy Martin's behalf and taking notes.
- **Thank you to all of the donors to the mega raffle including our new members who came late to the table with large donations to bring us over the \$76,000 dollar mark.**
- Silent Auction is offered Thursday and Friday only.
- Stetson, Bill and his crew, did a great job as the decorator this year and they will be the decorator in San Jose.

**Roll call in Attendance: Wendy Martin, Alpha Factor**

*360 Tumbling, A-1Awards, Alpha Factor, American Athletic Inc; Carolina Gym Supply; Deary Gymnastics Supply; Destira, Inc; Dollamur; Dreamlight; Elite Sportswear; EZ Flex Mats; Garland Activewear; Gateway Sports; Gibson Inc; GMR Gymnastics Sales Inc.; Gym Treasures; Hodges Badge Company, Inc; Inside Gymnastics; Jackrabbit; JKLM Designs; Kulin-Sohn Insurance; Mancino Manufacturing; Markel; Marsha's Sportswear; Process Pink Payments LLC; Motionwear; Norbert Athletic Products, Inc; Paul Ziert & Assoc.; Rebecca's Mom; Resilite; SA Sport-USA; Snowflake Designs; Steel Image Inc; Team Tumbling Inc; Trampolines Unlimited, Inc.; Tumbl Trak; UCS, Inc; US Glove; 37 Companies present and there are 50 members as of August 17, 2011.*

**John Deary: Introductions of new members and any visitors to meeting**

Welcomed new member 360 tumbling/Jared Jenkins, and present at the meeting. Gym Cert and Rita Brown are new members as well, not in attendance.

### **Introduction and Gift Presentation of Kathy Feldman, Vice President Member Services USA- Gymnastics.**

Thank you to Kathy Feldman for all of her hard work in organizing another fantastic congress and trade show and for all of her consideration of our needs in her planning. I am thankful for and proud of our new partnership with USA-Gymnastics (which was spearheaded with Kathy at our meeting in Las Vegas in 2010). I think the new partnership is something we are building on for the future. We wish you well in your retirement and give you these gifts from our organization. Kathy you will be missed.

### **Treasurers Report/Membership Report:** Brian Smith, Gibson Athletic presented the report

AS of August 17, 2011 there is a balance of \$11,393 Increased dues made our partnership stronger with USAG. Four companies had not paid dues as of Congress. Motion to approve: Kathy Jones/Motionwear 2<sup>nd</sup> Motion Mary Ann Olson/JKLM unanimously accepted by all members in attendance.

### **Old Business**

Approval of minutes from the Spring Meeting in Florida. Motion to approve: Steve Craig 2<sup>nd</sup> Motion: GMR Unanimously accepted by all members in attendance

### **USA Gymnastics Update: John Deary**

- St. Paul did a great job of marketing around the town for the events.
- The Fanfest events that were happening were great for spectators and coaches. Fun for all!
- Universal Sports and NBC Sports will televise the Visa Championships.
- The American Cup is March 3, 2012 in NYC at Madison Square Gardens
- Need a Committee from USGSA to communicate with USAG, to create monthly articles to be printed in Technique magazine, promoting regional and national congress attendance, as well as generic industry education subjects.
  - Committee will consist of: Wendy Martin, Alpha Factor Rebecca Mancino, Mancino Mats, Jason Heartsfield, EZ Flex Mats Chris Korotky, Inside Publishing, Stacy Finnerty, Tumbler Trak John Deary, DGS
- Need a Committee from USGSA to communicate with USAG, to create bi-monthly email blasts to be a part of the USAG newsletter- promoting regional and national congress attendance, as well as an unbiased company subject that promotes safety in the sport, newest technology for leotards and apparel etc. Need guidelines from Erika Koven.
  - Committee will consist of: Wendy Martin, Alpha Factor Rebecca Mancino, Mancino Mats, Jason Heartsfield, EZ Flex Mats Chris Korotky, Inside Publishing, Stacy Finnerty, Tumbler Trak John Deary, DGS
- We had 10 vendors on the waiting list that could not get in to attend the National Congress Trade Show, due to space limitations.

### **Regional Congress Updates**

#### **Region 3 Vail, CO**

- A very small attendance with slow activity in the hall. This location and timing needs to be reevaluated.

#### **Region 8 , New Orleans, Louisiana**

- A very small attendance with slow activity in the hall. This location needs to be reevaluated.

#### **Region 7 Baltimore, MD**

- Better show than last year but still a slow show. This location needs to be reevaluated.

#### **Region 6 Boston, MA**

- Great show, great traffic and lots of opportunities. This is a great show every year Kathy Osberg and Jen Scannel do a great job of putting this together.

### **Remaining 2010 Shows**

**Region 1 August 26-28.** Santa Clara Ca. Marriott

**Region 2 Sept 10-12** Everett, WA located in a gymnastics center

**Region 5 September 23-25.** Indianapolis, IN USAG and USGSA to have a meeting at Region 5 .

### **USGSA Recommendations for improvements to regional shows**

- Coffee in the vendor area definitely brings traffic into the rooms.
- Location of each congress is important and time of year for each location.
- Region 7 does not seem to be a success no matter where and when the congress takes place? Why?
- Can we combine congresses to push more people to go to Regional Congresses.
- Thursday night hours were great and breakdown on Saturday, this should be the standard for all Regional Congresses.

### **New Business**

Motion to change the USGSA logo was by Scott Roth 2<sup>nd</sup> motion by Gary McDowell unanimously accepted by membership.

- Bob Mancino suggested to consider these things when choosing a new logo.
  - Visibility to see this logo no matter what size and what color.
  - Need to consider all advertising the logo will be utilized.
  - In Black and white and color

New logo for USGSA was motioned to send the top 3 to everyone for an email vote by Snowflake 2<sup>nd</sup> motion by Rebecca's mom and unanimously accepted by the membership was sent out by email voting for complete approval from the top 3 selected at the meeting.

## National Congress 2011

- **Exhibit Hours and Changes will be discussed in Vegas in January 2012.**
  - **USA- Gymnastics Sponsorship 2011. \$15,000 for Exhibit Hall Sponsorship**
    - \$15,000 was approved at our spring meeting in Vegas by the board members and
    - Amazing response from the Wednesday night social and cash bar in the afternoon. Definite for next year!
- What did we get?
1. Business Conference Breakfast Sponsorship
  2. Exhibit Hall Breakfast Sponsorship
  3. Business Conference-Wine Social
  4. Exhibit Hall Coffee Break
  5. Hall of Fame Table for Ten- Table recognition & Advertised Marketing Material for the Event(dinner table seats donated back to USAG)
  6. USGSA listed in marketing materials (Shared signage & congress guide including logo display) and also listed as sponsor of Trade Show.
  7. USA Gymnastics Included USGSA and Mega Raffle in all Marketing Materials for Congress (including the schedule and Congress Booklet)
  8. Provide Raffle Drum and Drum Table
  9. Provide Printing of 10 Mega Raffle 2'X3' Posters (we provided artwork)
  10. Provide Easels and Union Labor to place the Mega Raffle Posters
  11. Provide 2 each Full Page ads in Technique Magazine (we provided artwork)
  12. Provide 1 each 2 Page Spread in Technique magazine (we provided artwork)
  13. Provide Starburst Promo in USA Gymnastics Magazine (we provided artwork)
  14. Provide Educational donations for Mega Raffle & Silent Auction
  15. Provide full use of announcer (Jerry Nelson) and other staff for trade show hall and mega Raffle Support.
  16. Provide staff coverage for silent auction promotion
  17. Ability to write and sponsor an article in each of the off congress season issues of technique magazine
  18. In the National Congress guide- Provide Individual Company designations for Industry Membership, Industry-Plus Membership & mega raffle/Silent Auction Donor.

## Congress Promotions 2011

**Mega Raffle \$76,000 in Donations up from \$64,000. Thank you**

## 2011 Report

### Mega Raffle

- We will discuss any changes to the Mega raffle at our meeting in Vegas in January 2012.
- Schedule is on the easels on the floor.

### Silent Auction

- All day Thursday and Friday only.
- Silent Auction to generate approximately \$10,000.

**Drink Tickets** Drink Tickets for Open Bar at end of exhibit day were available for vendor purchase at \$5.00 each.

## Coupon Promotion

### 2011 Report

- Successful event everyone is pleased with them and we will continue into 2012.

## Future Opportunities: Discussion on Congress Promotions

- In March, requests for drink tickets for the cash bar amount, so groups can plan their budgets ahead of time.
- If you cannot attend the spring meeting in January 2012 please send in your information to John deary and he will submit it for you.

## Board Of Directors & Elections

Positions up for vote:

**Secretary:** Motion to vote for Kathy Jones from Motionwear by John Deary Gary McDowell 2<sup>nd</sup> Motion: All in Favor: Unanimously agreed

**Treasurer:** Motion to vote For Brian Smith Holding position for 2 years by John Deary 2<sup>nd</sup> Motion JKLM All in Favor unanimously agreed upon

**Board Member Position:** Motion to vote for Lauren Dill Norberts by Scott Roth 2<sup>nd</sup> Motion Matt All in Favor Unanimously agreed upon

## Spring Meeting 2012

We will be going back to Vegas for the spring meeting. Either Jan 19 or Jan. 26 Details are TBD.

**Motion to Adjourn: Wendy Martin/Alpha Factor 2nd Motion Rebecca's Mom and unanimously agreed upon Adjourned at 8:15 PM**