

# US Gymnastics Supplier's Assoc. - Spring Meeting

## MINUTES

MARCH 10, 2017

8:10AM

<b>MEETING CALLED BY</b>	President: Stacy Finnerty
<b>TYPE OF MEETING</b>	Spring Meeting
<b>LOCATION</b>	Napa Valley, CA – Embassy Suites Cabernet Room
<b>NOTE TAKER</b>	Secretary: Stacie Hansen filling in for Adrienne
<b>ATTENDEES</b>	Loren and Angela Dill, Norberts Gary MacDowell, Dollamur Mike Psaromatis, CHFS Brian and Tamara Smith, Gibson Scott Roth, Resilite Lisa Ebersole, AAI Stacy Finnerty & James Parent, TumbITrak Brent Poulsen, Speith America Shelly O'Brien, Inside Pubs James Jeffers, GAT Representative John Deary & Stacie Hansen, DGS Susan Hall, Energym Mike and Kappy Raines, GMR Rick and Ladonna Snow, Snowflake

### Agenda topics

#### TREASURER'S REPORT

BRENT POULSEN

<b>DISCUSSION</b>	Report given to all. Presented a P&L w/ loss of \$541.01 July 2016 – March 2017, \$23K in bank	
<b>CONCLUSIONS</b>	Motion to approve the minutes made by Rick Snow, Second by LaDonna Snow, All in Favor	
	Mike Psaromatis accepted a nomination and vote into the position as treasurer until current running term ends.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Reach out to members not paid	Brent Poulsen	ASAP

#### OLD BUSINESS + MINUTES FROM 2016 GENERAL MEETING

STACY FINNERTY

<b>DISCUSSION</b>	No Discussion. Everyone looked it over.	
<b>CONCLUSIONS</b>	Motion to approve John Deary, Second by LaDonna Snow, All in Favor	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

#### NEW BUSINESS - GAT

JAMES JEFFERS

<b>DISCUSSION</b>	Presentation made by James Jeffers. Highlights: Run by volunteers therefore offers a different atmosphere than
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	other Trade Shows/Congresses. Hosted at Austin Renaissance Hotel. 780 attendees in 2016. Always Labor Day weekend. Lecture halls scattered around TS Hall. Early open of TS hall for easy viewing 6-8 Friday.	
<b>CONCLUSIONS</b>	Discount for any member of USGSA \$25 off booth(s). Any USGSA member displaying at GAT for the first time \$50 off booth(s)	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**NEW BUSINESS – NEW BOARD MEMBER/OFFICER POSITIONS OPEN**

STACY FINNERTY

<b>DISCUSSION</b>	Open = 2 Board positions, 1 Treasurer position open. Stacie Hansen and Rick Snow Board positions open in August – no nominations. No consecutive terms allowed according to By-Laws.	
<b>CONCLUSIONS</b>	Mike Psaromatis accepted a nomination by Stacy Finnerty and vote into the position as treasurer until current running term ends. Reference: Article 3, Section 4 of the by-laws. BOD is all in favor.	
	Brian Smith volunteered for a Board position if needed.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**STRATEGIC DIRECTION DISCUSSION – WHERE ARE WE GOING?**

STACY FINNERTY

<b>DISCUSSION</b>	<p>2 questions posed:</p> <ol style="list-style-type: none"> <li>1. Benefits provided to members, are they enough?</li> <li>2. Is there a higher purpose needed for our group?</li> </ol> <ul style="list-style-type: none"> <li>- Brian Smith proposed a membership to SFIA. Access to surveys. Opportunity to contribute to distributed information. Notable PHIT Act being pushed through US Congress (w/ help of SFIA) that we could be a part of, would allow flex spending funds to be distributed for proactive measures to stay healthy – Ex: gymnastics classes?</li> <li>- Wants a Final Five gymnast to participate in Chicago – September</li> <li>- Need a firm to bring the value of our section of this industry (suppliers) to light = legitimacy, validity, weight of opinions.</li> <li>- USOC asking Steve Penny to resign. Does this affect our group?</li> <li>- Request for USGSA to sit on USA Gymnastics BOD if possible</li> <li>- Benefit – Educating our members by adding ½ day with speakers to Spring Meeting? Attorney? Some say –Not unless he is retained by us, his advice will be slanted. Possibly a professor of law? Time – someone suggested 1-2 hours and not ½ day added?</li> </ul>	
<b>CONCLUSIONS</b>	USGSA to issue statement (to be determined) regarding USA Gymnastics member lawsuits regarding abuse	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Look into SFIA as possible investment -\$1,050 membership fee	Stacy Finnerty/BOD	Gen Mtg
Look into Victim Advocacy or supportive group to donate to re: abuse in sport	Stacie Hansen	ASAP
Can we have the USGSA Pres on the BOD of USA Gymnastics	John Deary/Stacy Finnerty	Gen Mtg
Work on wording for statement coming from USGSA re: abuse	Stacy Finnerty/BOD	ASAP

**COMMITTEE REPORTS – MEMBERSHIP**

STACIE HANSEN & ANGELA DILL

<b>DISCUSSION</b>	66% of all attendees at Reg Cong are members. Will talk with list of those exhibiting as non-members of USGSA first then former members. Presented list of benefits. Currently 29 of 40 members are paid to date.
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<b>CONCLUSIONS</b>	USGSA = 29 paid members now	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Prepare list of USGSA Member benefits and “elevator speech” to explain group and gain membership. Incl – hard # on return for Invest of \$400/yr.	Stacie Hansen & Angela Dill	Gen Mtg

**COMMITTEE REPORTS – EDUCATION**

JOHN DEARY & SCOTT ROTH

<b>DISCUSSION</b>	Funds to hire a writer have been approved. Topics were discussed. 2 authors suggested by Stacy Finnerty.	
<b>CONCLUSIONS</b>	Education committee will decide on topics. List of members will be provided to author for reference.	
Small paragraph about USGSA for branding will be in every article.		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Submit all topic ideas to Scott Roth and John Deary	USGSA Members	ASAP
Talk with Cheryl regarding Technique to publish article(s)	John Deary volunteered	As needed
1-2 Finished Articles	Education Committee	National Cong

**COMMITTEE REPORTS – BUSINESS DEVELOPMENT**

BRENT POULSEN

<b>DISCUSSION</b>	Looking for new ways to help USGSA by reaching out to other businesses around Congress venues. Ex: Anaheim has a “show your badge” discount around the city. Get discounts when you show your congress badge. Looking to reduce costs at congress on freight for example. Pool our resources to get discount?	
<b>CONCLUSIONS</b>	Loren Dill will join Brent on this committee	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Email Stetson freight advice to membership	Stacy Finnerty	ASAP

**COMMITTEE REPORTS – MARKETING W/ SOCIAL MEDIA FOCUS**

LADONNA SNOW

<b>DISCUSSION</b>	LaDonna asking for content from members. Send her pics. Post to our FB. Share the FB posts she puts up. Suggestion to use Social Media at Regional Congress as a presence for ALL USGSA members even those not displaying there. (Stacie Hansen) Suggestion to put monthly or weekly spotlight on one member company at a time. Get Bio from each Company.(James Parent)	
<b>CONCLUSIONS</b>	Add Instagram account	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Send USGSA logo for website to all members again	Stacy Finnerty/BOD	ASAP
Ensure all members have a USGSA logo in Booth for display	Stacy Finnerty/BOD	June 1, 2017
Add Instagram account	LaDonna Snow	ASAP
Request BIO from each Company	LaDonna Snow	ASAP

BREAK FOR LUNCH FROM 12:04pm TO 1:11PM

**NATIONAL CONGRESS – AUGUST 16-20, 2017**

STACY FINNERTY

<b>DISCUSSION</b>	Note: Temporary Sales tax license possible. <a href="http://www.boe.ca.gov">www.boe.ca.gov</a> Note: Remember plastic bag restrictions - Hours are different this year. They vary from day to day. Check times. - USGSA booth 2016 was a 10x20, back of hall, middle. Suggesting 10x10, corner best for 3 iPads. - Notes from Chery and Erica – Hall almost sold out already. 2 Live lectures in hall. Booth layout at end of March. - Getting Drayage covered by USGSA for whomever brings in booth items.	
<b>CONCLUSIONS</b>	Motion made for 2017 booth - 10x10, corner, (front of hall if possible) \$1390 by LaDonna Snow, Second by Gary MacDowell. All in favor.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Sign up for Booth for National Congress	Stacy Finnerty	ASAP

**NATIONAL CONGRESS – PROMOTIONS**

STACY FINNERTY

<b>DISCUSSION</b>	Are all worth keeping? - Dash for Cash format discussed – All members or pay for the promo? Same gift amount? 2/3 vendors participated. 500-600 cards were turned back in to be drawn from. Discussed 1 or 2 cards? TBD. Inside Gym, AAI and EnerGym saw direct benefits where they had never had those before. Downfall: Not present to win was OK so no big gathering of people. Trickling traffic through booths. Get the word out more – soc med, magazines, web etc. Re: New Format - Someone voiced issue - might look bad for organization if ONE company is on almost ALL the cards - Coupon Promo. Printed 1000 and ran out. Decision to raise up to 1500	
<b>CONCLUSIONS</b>	No results for Year End Discount Cards – abolished.  Rapid Deals no good without microphone promotion – abolished.  Keep Dash for Cash w/ changed format: TOTAL of \$4,000 +... to be given away. Vendors pay \$0 = your company name on 25% of D4C-Certs to be used for purchasing that weekend. Vendors pay \$100 = your company name on 100% of D4C-Certs to be used for purchasing that weekend.  Keep Coupon Promo.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Make Dash for Cash – Gift Certificates for Cash	Stacy Finnerty (Gary get art to her)	Gen Mtg
Organize and Make Coupons (1500) for coupon promo	Loren and Angela Dill	Gen Mtg
Layout details of Dash for Cash – easy to understand	Stacy Finnerty/BOD	ASAP

**REGIONAL CONGRESS**

STACIE HANSEN

<b>DISCUSSION</b>	- Numbers given for each in a report. 4 new locations. - Should we bring a National Congress promo into Regional Congresses? - Free giveaway as USGSA member? Bag? Notebook with Company names? Need 4500 to cover all reg Should we have an iPad to get giveaway? Should we say first 300 will get gift?	
<b>CONCLUSIONS</b>	Coupons Promotion will be offered for all USGSA members to be distributed at Regional congresses whether they are showing at that Congress or not.  Motion to spend \$3,000 for promo giveaway at Reg congresses and GAT by John Deary, Second by Tamara Smith, All in favor	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Organize and Make Coupons	Loren and Angela Dill	June 1, 2017
Organize the USGSA FREE Giveaway logistics	BOD	June 1, 2017

MOTION TO ADJOURN AT 4:10PM by Gary MacDowell.

Second by Brian Smith.  
All in Favor.

Meeting Minutes - Submitted by Stacie Hansen due to the absence of Secretary Adrienne Putrow on 3/13/2017 via email to BOD.