

**2001 Association Minutes
Annual Meeting–Mobile, Alabama
Submitted by Karen Krsak**

Executive Meeting of Associations was called to order by Alan Roth, Chair.

Strategic Plan of USATF

If was felt that the associations were left out of the top six points. Attempts will be made to fit programs of the associations within the plan. Ed Koch discussed how the items were arrived at.

Ray Vandersteen discussed his ideas on LDR and how to strengthen that area and Scott Davis discussed the Southern California program for LDR. Items below were areas that the associations felt they had an in-road to the strategic plan.

1. Youth Programs
2. Coaches Education - Coaching education was also discussed and needs to go deeper into the grass roots of the organization using instructional options
3. Revenue – needs to be broad-based and share in national-level marketing skills

The goals of the associations are:

1. Better programming
2. Increased membership
3. Creation of our own strategic plan

Associations Grant Program

21 associations submitted grant proposals. There was a total of \$20,000 to be awarded and the winners would be announced on Friday at the general meeting. There will be 7 – 11 people who serve on the grant committee for 2002. Again the budget shows that we have \$20,000 to award next year. Karen Krsak has volunteered to serve on this committee

It has become a discussion point concerning the membership of officials in USATF. What criteria would the associations play in providing free/discount memberships.

1. It was decided that if memberships were required, discounts might be an option but not free ones.
2. It would be left to the associations to discuss how they want to handle it within each association and not allow the associations to be dictated to by national.

Changes to Member Benefit Strategy

Although local associations are discouraged from obtaining their own sponsors, it was okay to approach another sponsor if the national sponsor had turned down the opportunity to participate.

The associations would like to know, however, several things:

1. Where does the money go
2. We would look for deep discounts
3. Looking for sign of sponsorships that provide benefits

Merchandising

The associations are looking for more opportunity to get the merchandising programs out and give us the opportunity to take advantage of pricing. A new merchandising company will be introduced at one of the meetings and displays of the items will be available.

Role of National Office : Re-Grievances

The Pacific Association brought to the floor the fact that a member of their association took a grievance to the national office and according to Article 19 (needs clarification for grievances and appeal) this should have been reviewed by the association first. Reg 11 shows a limited, 15-day period to register an appeal and after that time the grievance should be kicked back to the association to handle.

Misc: 23 associations are listed as not in compliance with the requirements for organic documents and will not be seated at the Annual Meeting unless they can produce the missing items.

Item 30 in L & L was pointed out that national teams hurt the association clubs by losing members to the national clubs.

Note: The committee is also looking for someone who can write a manual for club setup/management. It was thought that we might use the same author that RRCA had. A straw vote showed the most AEC members do not want the RRCA to get credit on the cover of the club handbook. They can have an acknowledgement page inside the handbook. Currently we have a budget request for \$5,000 for this handbook.

The General Competition Divisional meeting is scheduled for 11:15 am to 12 noon on November 28. The committee consists of Associations, Youth and Masters and the plan is to discuss the weakness of grassroots in the strategic plan.

Foreign athletes in competition were discussed. Four questions arose from the discussion:

1. What is a resident of the association?
2. What about citizens who don't live in the US?
3. Resident alien?
4. Do we want to make allowances?

Discussions continued on allowing them to compete, score and or win. This would be submitted to the USATF legal department for review.

Wednesday would be a workshop session with a small business meeting preceding it. Thursday would be a meeting for handling Reg 15 issues and Friday would be the Committee's business meeting. Region meetings are planned for Wednesday from 4 to 5 PM.

A request would be made concerning Fast Forward and our opportunity to advertise. National wants to continue to study. However, a motion was put forward to push for advertising. It was moved and seconded with a majority passing the motion.

Coaches education has approximately \$280,000 in revenue and expense. Currently there are:

- 679 coaches at level one
- 100,000 youth coaches
- 1200 college coaches

Setup of educational program within the associations to work for education of additional coaches which fits into number three of the national strategic plan that would go deeper into the grass roots of the sport.

We need to look long term to see what will be needed to up the knowledge base and increase the number of coaches education schools offered.

Athletes and Coaches Choice Inc is a company that matches athletes to college scholarships. There is an opportunity to work with them to reach high school coaches. However the cost would be approximately \$25,000. Many suggestions were made from the floor on a variety of other options that would not require the outlay of funds.

It was decided that coaches needed a facilitated approach to the classes with an allowance for more interaction of the student.

Budgets: The detailed budget was not available but is in the approximate range of \$448,000. This reflects the increased price of the sticker. The line items are either flat or decreased and the amount of revenue in discretionary funds is lower.

Associations Meeting November 28, 2001

Bob Bowman brought forward the L & L issues as they relate to sanction fees.

Item R39-A under section B has no mention of scheduling conflicts and he wants to add a line on conflicts. The wording would be to the effect that “every effort would be made” to avoid conflicts prior to issuing a sanction. The motion was moved and seconded and was passed.

Ed Parrot gave an explanation on items B08 and R41 – R43. L & L tabled the proposal as it relates to membership and population. The associations felt that using an arbitrary table such as population was not acceptable when determining membership.

It was passed in Mobile that each association would have a base of 12 delegates beginning in 2002 versus our current base of 10.

Continuing with the report from the L & L Committee:

1. B14 was defeated
2. B12 Chief Financial Officer must be identified
3. R01 Officials membership was tabled
4. R28 Transfer time – waiting time back to 90 days
5. R30 was tabled although L & L agreed with the change in principal

An issue of insurance was brought to the floor. Andy Martin will be investigating the issues and report back.

The meeting was then broken out into workshops.

Associations Meeting November 29, 2001

Ed Parrot discussed the issues of R41 – R43 and that L & L has tabled the issues. This was also part of B08.

L & L tabled R42 due to the fact that Walter High did not want to make changes in a two-year cycle. Willing to wait until 2002's annual meeting. We will not be taking the fight to the floor on the issue.

A discussion of the requirements for the awards of gold, silver and bronze was brought to the floor of the committee. The award is a plaque but the committee is asking that the award be made more worthwhile. This year one gold, two silver and four bronze will be given out.

A discussion was brought up concerning the issue of geographic overlap regarding assigning membership in the MAC and Long Island Associations. Andy Martin will discuss this with the President and Secretary of the MAC association.

Financials delivered by Ed Koch contained several areas:

1. \$20,000 was again allotted for grants for the 2002 year.
2. Non-profit incorporation is required to relieve the associations and their members of liability. Each state has different requirements. 501C3 – non-profit status with the IRS and USATF has a group exemption.
3. Donations were discussed as they relate to the associations and tax deductions.
4. Discussion of tax returns and their requirements.
5. Base of 12 delegates instead of 10 for next year will pass L & L with the effective date of next year.

Scott Irwin stated the following:

1. B12, which names a CFO, will pass.
2. R01, officials becoming members will be tabled.
3. R28 is the transfer of club membership, waiting period will be moved back to 90 days.
4. B14 was defeated.
5. Ed Koch commented on R10 – R11 stating that a floor fight may occur on Saturday and may require a vote.

National Clubs: Reviewed by Ed Koch and Ed Parrott

1. Item R30 was tabled by L & L although there was agreement in principal. Ed explained issues and that Bill Roe will be appointing a task force to review club issues.
2. Masters would like to increase the number of National Clubs. However, feeling is that this will not pass the masters committee.

Association Issues: Open discussion brought to the floor by Alan Roth

1. More communication within associations on meeting times and locations.
2. Grievances and developing a process within the by-laws.
3. Conflict of interest – allowing personal issues to interfere with the good of all members within an association.
4. Budget committees as they relate to conflict of interest in selection of bids and meets.
5. Control of the budget, where the money is going and whether it is in a central location within the association.
 - Officials committee account needs to be under control of more than one individual and in a central location.
 - Internal reviews
 - Control of equipment and facilities

- Financial manual – completed
- National D&O insurance only covers the national officers, national committees
- Association D&O insurance covers board and volunteers
- Review of “bad check” process

Associations Meeting November 30, 2001

Received three letters for voting purposes at the beginning of the meeting.

The decision making process by Ivan Crocker, Marketing Manager for USATF was handled in the following manner:

1. Observed and decided how to develop a marketing plan.
2. Sent requests for proposals to merchandise companies.
3. Marc Promotions rose to the top and has worked with several pro teams.

Marc Promotions was available in the meeting to answer questions and display their products. Associations will be allowed to make suggestions and they will work with each association to develop what they need for their members. Marc Promotions will begin their new merchandise program January 2002. Wholesale prices look very promising to the associations. Polo shirts will begin as low as \$10 - \$11 as wholesale prices to the associations. The merchandise is of fine quality and a variety of designs. The information will be on the web site for association purchases.

Development of coaches continues to be a topic of discussion. I have a hard copy on file of the USATF Coaching Education Packet. The cost would be \$15 and will be a PowerPoint presentation with \$7.50 coming back to the association.

Alan Roth made an introduction of officers to the attendees. Karen Krsak was appointed the new Secretary for 2002.

Report by Andy Martin was next. Andy pointed out the following items:

1. It was a year of progress and Andy thanked those who had helped in the development of the membership processing system.
2. Disks were provided for ordering the brochures and other specific information on programs.
3. 2002 cards are now in the database and should go out in late December with coupons and discounts.
4. Foot Locker, Disney, SI for Women may be program additions with coupons.
5. Web site monthly drawings for merchandise and other prizes may be coming soon. Watch for details on the USATF web site.
6. During July and August there was a banner give away for banners used at various meets. About 500 entries were submitted to the web site.
7. Running camp membership benefit participants are conducting some cross promotions with us.
8. USATF Club Championships will continue for the next three years with dates and locations to be announced. Ray made suggestions for open competition. Michael Ross made a suggestion for C standards that would get an automatic entry to the Senior National. May not be realistic but was considered a good idea.
9. On-line sanction information is now on the national website with the various association fees posted which may motivate associations to change their fees to be more in line with others. The on line sanction forms are still a year away.
10. There will be a donation of Nike shoes to local clubs that have registered for 2002. It is hoped that this entices the clubs to sign up early and get entered. There is a full range of sizes but no size guarantees will be made. Currently there are a total of 800 pairs to donate. Most realistic consideration is a raffle.
11. A list of ten-year athletes was sent out to associations just prior to the annual meeting.

Patti Sue Plummer joined the meeting and addressed the group with information on a possible floor fight for Saturday. AAC proposal for staff-selection committee would be cheaper with fewer people and

more balanced between athletes and coaches while Men's Track and Field wants a larger group and if no negotiation is completed, it may require a floor vote.

Awards

Awards were announced for the following associations.

- Gold – Inland Northwest
- Silver – Oregon and Utah
- Bronze – Northeast, Three Rivers, New Jersey and Pacific

Association Grants

Bill Roe presented the grant awards. Karen Krsak has a hard copy of the memo on file. An official letter will be mailed to each winner with provisions of the grant.

Scott Irwin gave his report on L & L. Item R43 needs to be looked at and suggestions provided.

Kevin Setnes joined our meeting to discuss mountain, ultra and trail running (MUT). He would like to link with associations and develop committees. He will be sending information to association presidents and hopes to create more awareness of the sport.

Scott Irwin wants the associations to review R43 and make suggestions. In turn he will keep the associations informed.

Report by Alan Roth–Chair of Associations

Alan is looking for good things to happen in 2002 in regards to launching a new sanctioned events benefit program providing discounts on products and services normally sold to event organizers. There will be brochures to be sent to each prospective event. Participating companies will be allowed to exclude existing customers.

Michael Roth reported on Coaches Education. This has become a large issue and a task force is working with Pat Pretty. Many of the issues brought up are listed below:

1. The use of technology
2. Better communication with deadlines and level of expertise
3. Alan wants to develop promotional campaigns to attract more coaches and wants a shorter program as it would be less burdensome.
4. How can the process be made easier.
5. Race Walk and Hammer have been added to the program.
6. It was stated that the National High School Federation and state high school federations are difficult to work with.
7. Tom Light stated that the program needs to be tailored to the group it is serving and Bill Roe will be assigning a task force to look into this aspect.

Ruth Van Kuren reported on youth. There are no new programs although Sub-Bantams and Pee-Wees were discussed. Hammer is still in the pilot stage and the new pilot to be added will be intermediate and young women's steeple. Site selections were announced in the youth committee meeting.

Tom Light reported on communication. Every association should be on list serve and Tom can add people as they request to be added. Jim Duncan brought to the attention of the floor that the download of the membership application is difficult.

Alan will discuss with Andy about getting more people on the list for Exchange Zone. Alan intends to push for more Fast Forward issues and for advertising.

Only one Workshop again in 2002 and it is expected to be in August in Indianapolis.

Several attendees made general comments and asked questions on doping. It was found that several athletes at the Jr. Nationals tested positive for banned substances. Several people on the floor stated that one of the sponsors of USATF, SoBe has a banned substance in it.

The issue of shipping merchandise was discussed and it was made known that UPS will not ship to a post office box.

Development of a sub category of "Official Supplier" is underway. They would be required to pay a fee and provide deeper discounts and would be exclusive only as it relates to the benefits package since it is not a "sponsorship".

Mary Stroud brought up an issue with Hy Tec. The 25% discount offered is not automatic and must be requested. Bill stated that Finish Link is working on their version of Meet Manager and it should be available within the next year. Omega has also arrived back on the scene with an electronic finish line system.

The meeting was adjourned at 4:30.