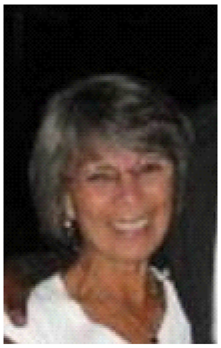
~~~~~~

USATF Southeast Region Newsletter

Marlene Atwood, USATF Southeast Region Representative
September 10, 2012

~~~~~~

Dear Southeast Region,



The 2012 USATF Association Workshop in Pittsburgh (8/17-8/19/12) was attended by almost 150 delegates and 52 associations across the country. From the Southeast region, we had only 3 out of 7 Presidents in attendance, however, we did have delegates from every association in the Southeast Region except for Tennessee.

We had the opportunity to meet with new CEO Max Siegel, President Stephanie Hightower, and several national committee chairs during the workshop. Mr. Siegel spoke of his first 100 days in office. His responses to questions were direct, and open. I was fascinated, and found myself jotting down several statements he made:

- He talked about "the strength of an organization when times are lean."
- He talked about membership data being our "organization's currency".
- He mentioned Nascar and how his days there were focused on "opportunities for women, Hispanics, and people of color".
- He advised us that he came from a "dysfunctional background".
- He talked about the "cultural impact" that sports can have.
- He talked about the LDR Market and how we can become more "relevant".

I was very impressed with what Mr. Siegel said and the way he presented himself. I advise you to get to meet him at the Annual Meeting in Daytona Beach in December. You will be just as impressed as I was.

The Workshop was at the Marriott Hotel at the Pittsburgh Airport. The pluses were that you could walk to the hotel when you landed at the airport, and you didn't have to worry about shuttles coming or going. There were ample meeting rooms; the hotel rooms were nice; there was a selection of restaurants, and the facility featured a great fitness center complete with indoor swimming pool, and wet/dry heat saunas. You could also venture to downtown Pitts if you wanted to. All in all, the facility warranted a good rating. No duck boats, but a fun trip to the casinos!

The Workshop sessions focused on communications and website. We also had a session on proposed changes to the sanctions process and another on liability insurance and risk management. The Association Workshop's main focus is to present information that helps Associatoins with the administration of their associations.

Read on for a few more details on the sessions at the workshop as well as the regional breakout sessions on Saturday afternoon. Please encourage your workshop meeting delegates to file a report with your association on their experiences at the workshop. That is the main focus of Associations sending delegates - so they can carry information back to their Associations.

Best regards,

Marlene Atwood
USATF Southeast Region Representative
usatfsoutheastrep@gmail.com
770-497-4208 h
770-883-4208 c

Southeast Region News & Notes

~~~~~~

- *We had great representation at the National JO Championships in Bloomington. Many of our Southeast Region athletes traveled to Nationals and performed extremely well.*
- *We've had 8 regional meets in Alabama, Florida, Georgia, North Carolina Tennessee, and Virginia this year.*
- *We've hosted three national meets (FL/NC), with one more on the calendar (TN).*
- *In 2013, North Carolina will host the 2013 National Outdoor JO Track & Field Championships.*
- *We have close to 1500 certified officials in the Southeast Region that support all of our events.*
- *Southeast Region Olympians - We are proud to list the following Olympians who attended the London Olympics: Justin Gatlin, Dee Dee Trotter, Angelo Taylor, Aries Merritt, Chaute Lowe, Christian Taylor, Reese Hoffa, George Kitchens, Kebwe Johnson, Maurice Mitchell, Tony McQualy, Kirron Clement, Jeff Demps, Hyleas Fountain, Lauren Williams, Janet Cherobon-Bawom, Sanya Richard-Ross. (Note: Depending on who you ask, these athletes were claimed by several associations.)*
- *We have had (9) Level I Coaches Ed classes in the Southeast Region to date.*
- *We had 3 associations with elections this year: Florida, South Carolina, Tenesee.*
- *2 associations voted on Association Bylaw revisions this August.*
- *All in all, a very active Southeast Region!*

Association Workshop Regional Breakout Sessions - Southeast Region

~~~~~~

We had great attendance at the Southeast Region Meeting at the Associaton Workshop in Pittsburgh in August, and some lively discussions on how we can work together as a region to help each other.

Accreditations Review:
Analysis of the recent 2011 Accrediation Reports revealed that our biggest weaknesses are holding Association Championships in all disciplines, and having a valid website and regular newsletters.

- *Discussions centered around rotating the Southeast Region Open Track & Field Championship from one association to another on an annual basis. This would put it on the calendar and allow everyone to plan for it and plan other events around those dates.*
- *In addition, we are looking at having a Southeast Masters Grand Prix Series with each Association hosting an Association Masters Championship that leads to the Southeast Region Championship in Raleigh, NC in May.*
- *Another opportunity would be the Southeast Region Race Walk Championship in Atlanta, GA in October. The idea would be to create an Associaton Grand Prix Series that ties back to the Southeast Region Race Walk Championship in Atlanta.*
- *A teleconference will be scheduled with Association Presidents and others in the next few weeks to further discuss the possibilities and to strategize for 2013. We want a firm plan by the time we get to convention in December.*

Sanctions Updates:
The Sanctions Taskforce (Andy Martin, Karen Krsak, Carmen Triplet, Pam Fales, Steve Vaitones, Marlene Atwood) discussed several proposed changes at the Workshop in Pittsburgh. Of primary importance was moving to an online sanction process. A "go live" timeline will be communicated as soon as it is finalized. Several activities go into this process: user testing of the tool, developing a user's online tool guide, updating sanction process documents, training, communication plans, etc.

Additional discussions included standardizing sanction fees across all associations so that no local association fee is more than 50% of the National fee. We also discussed sanction discounts and late fees for those events that wait until the last minute to submit sanctions. The Sanction Taskforce is still in the midst of discussions regarding these items.

The Sanction Taskforce will be working closely with all associations regarding the online sanction process and "going live". Information will be sent as it is finalized.

Recent South Carolina Visit

~~~~~~

My 2012 goals include visiting each association during the course of the year. I was pleased to visit the South Carolina Association on August 25, 2012. Congratulations to incoming President Perry Funnie (right) and a big thank you to outgoing President Tim Tyler (left). It was very inspiring to see four Presidents in attendance at this meeting - all interested in advancing the association. Great job, SC!

If you have news items/pictures you would like to submit, please send them to usatfsoutheastrep@gmail.com for inclusion in these e-newsletters. Please advise your sports committees that submissions are welcome.

Contact Information

~~~~~~

Marlene Atwood
usatfsoutheastrep@gmail.com
770-497-4208 h, 770-883-4208 c, 770-209-8020 w

~~~~~~

Forward email
This email was sent to atfedwood@msn.com by usatfsoutheastrep@gmail.com |
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.
Marlene Atwood | 3284 Roundfield Circle | Duluth | GA | 30096
~~~~~~