



Assoc. Committee
General Session One Notes
in-person and via Bizzabo
Friday, December 3, 2021 – 3:00-5:00pmEST

Introduction: Dave Shrock announced meeting attendance of 264 in-person, 651 via Bizzabo, for a total of 915. All 56 associations have been either fully or provisionally accredited, with 51 credentialed to vote at the annual meeting.

Dave introduced the AEC board and Robin Beamon introduced Sterling Littlejohn, who is taking over for Luke Fimreite in the National Office as Associations Manager.

Committee Officer elections: Don Lawrence introduced the slate for election for a three-year term through 2024 and asked for any nominations from the floor and online. There being none, the slate was elected unanimously. 22-24 Officers are: Chair Dave Shrock; Vice Chair/Regions Rod Larsen; Vice Chair/Workshops-Technology Jay Miles; Secretary Pam Betz; Treasurer Richard Messenger.

Committee and USATF Awards:

Horace Crow Associations Award – Clif and Cassandra McKenzie (Az)

Association Chair Awards - Paul Bodenshot (Pacific NW), Bob Flint (Az), Mike Hinz (Inland Northwest), Randy Hopkins (Co), Steve Vaitones (NE)

Presidential Awards – Jay Miles (Or), Greg Mohl (Montana), BJ Palma (Adirondack)

Special Award given to Luke Fimreite (Indiana) for his six years of service to the Associations Committee and USATF.

State of the Associations Committee Report: Dave reported that there have been challenges with membership, sanctions, clubs, officials. Challenge for us all to recover from COVID

- All sanction event organizers must complete SafeSport training, which could become a drag on non-member races.
- Living in a SafeSport world – need to be proactive and courageous to report concerns
- Technology – affects all of us and how we connect with our membership
- Strategic plan – new \$5,000 initiative for associations to grow back membership. Plan to be rolled out Saturday.
- BoD Associations Grants awarded to twelve associations for up to \$2000 each.
- Request that we govern with respect, empathy, tolerance, transparency, inclusiveness (all different areas of your association)
 - Know and follow your bylaws
 - Use your resources in the associations committee and national office
 - Work together as a group for the betterment of all our membership

[Click here for the State of the Committee presentation](#)

Accreditation Subcommittee Report: Sub Committee Chair Greg Mohl reported they are offering guidance to associations for the 2021 cycle – bylaws, the accreditation process, 990's (990's – make sure proof of submission to IRS), Covid impact

[Click here for the full presentation](#)

Informational Presentations

Marketing/Branding update by Chelsey Schmenk and Sarah Hollis – brand guidelines and logos. New rallying cry for USATF “Journey to Gold”

[Click here for presentation](#)

Sanction updates – Justin Waters introduced the new system and Blake Jackson and the best resources to use.

FAQ's – sanctions@usatf.org

- Connect account is required
- USATF membership is NOT required to sanction
- SafeSport IS required by event organizer
- Background check is NOT required
- No additional cost to event organizer to sanction
- Credit card fees are included with the sanction fee
- Competitive organizations – RRCA, AAU, Running USA

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<https://www.usatf.org/events/2021/2021-usatf-annual-meeting/2021-usatf-annual-meeting-document-library>



Assoc. Committee
General Session Two Notes
in-person and via Bizzabo
Saturday, December 4, 2021 – 12:30 - 2p.m. ET

Grow To Impact Grant and Brainstorming Session

Membership Benefit Presidential Taskforce (Jay Miles): Taskforce identified four primary areas to improve to grow membership:

1. Improvements in funding for IT to address problems quickly
2. Bring back some product discounts such as USATF-TV and merchandise discounts
3. Additional resources for clubs to drive membership
4. National and association website improvements

RunJumpThrow Program (Sterling Littlejohn) Recap to rebuild Youth Membership

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Grow To Impact Grant:

Understanding the importance of associations in the growing of membership, COO Renee Washington introduced the Grow To Impact Grant, with Marketing Director Sarah Hollis providing specifics that each association would be eligible to receive \$5000 to use to grow membership through one or several initiatives and could coordinate with adjoining associations.

Program application and information would be sent to associations leadership 15 December, with a 31 January deadline to submit proposals.

The Marketing team will host monthly meetings to support and further brainstorm ideas to grow membership. If the first year programs are successful and an end-of-year report is submitted, associations will have the opportunity receive \$5000.00 per year for up to three years.

Brainstorming Ideas from attendees to grow membership:

- ✓ Change from 'have to join' to 'want to join'
- ✓ Can use the moneys for several projects, not just one
- ✓ Share resources with adjoining Associations (*especially if you are in the same state*)
- ✓ Sponsor and info tent at your State XC or TF Champs
 - ✓ Laptop with looping promo video, and opportunity join USATF on-site
 - ✓ Pamphlets with addition info-follow up opportunity
 - ✓ Wristbands as giveaways
- ✓ Create grand prix series
 - ✓ Open/Masters or Youth XC, road race, or MUT
 - ✓ Use Intl scoring tables for TF scoring Grand Prix
 - ✓ Great incentive to team building, involvement of non-elite athletes
- ✓ Create information pamphlets for targeted groups:
 - ✓ Officials, Youth (HS), LDR
- ✓ Purchase an Owl zoom device for \$912.00-999.00 to better promote participation in association committee and general meetings enabling hybrid meetings
- ✓ Hire a web designer, social media specialist from you youth/collegiate ranks
 - ✓ Many colleges have sports management interns
- ✓ Promote the concept to youth that 'there is no bench in Cross or Track & Field'

- ✓ What about single day registration that could be applied to an annual membership to drive event specific participation?
- ✓ Assoc reps with promo and handouts at state high school meets to promote post season youth events
- ✓ Grand Prix series (TF-XC-Road-MUT) for youth-open-masters drive membership – Get Paul Greer of SD-Imperial to provide Grand Prix best practice sheet.
- ✓ Utilize Olympic Athletes at Association events and have them speak to schools (Contact USATF and USOPC Athletes Alumni)
- ✓ Web templates Similar to Association Templates available for clubs?
- ✓ In addition to ‘there is no bench in or sports’.... Track and Field/cross is a social sport – you can participate with friends
- ✓ We can all do a better job with signage at our assoc/regional events
- ✓ All association presidents have access to a flip stack account – contact James Hill for access
- ✓ Kids in clubs drive memberships – again...friends bring friends, required membership covers insurance and helps build three step compliant parents’ participation
- ✓ Use grant monies to put on all comers, use it for discounts for memberships, club fees, etc.

[Click here for presentation](#)

Saturday, December 4, 2021 General Session Two: 2:00-5:30pmEST Informational Presentations

SafeSport – New SafeSport Coordinator Lexie Ping discussed 3-step compliant and discussed MAAPP, in addition to a Q&A session with attendees

[Click here for presentation](#)

EPIC Insurance Presentation discussing USATF insurance providers best practices
Presentation not provided

Technology Department (Scott Galbreath, James Hill, Jordan Testerman)

- Campaign Manager program introduction providing targeting email blast capabilities to associations
- Connect and Website issues

Presentation not provided

Masters LDR – Committee Chair Lloyd Hanson updated 2022 National Grand Prix details and passed out flyers.

Masters T&F – Chair Jerry Bookin-Weiner proposed to the group that Masters T&F/LDR is where you obtain sustained membership growth as Masters TF athletes are with an association for 20+ years, while Youth may be with an association for 10 years.

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Board of Directors Report: Chris Pasko

LnL Report: AEC LnL Rep Scott Erwin discussed the LnL package up for a vote Sunday morning and the BoD temporary amendments, which will be pulled from the package, debates and voted on once more.

Regional Breakouts (in person only) – 5:30 – 6:00pmEST

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