



## USA Archery Annual Archery Assembly Minutes

Thursday, June 28, 2012, 8:00 pm  
Hotel Marriott, Hamilton, Ohio

USA Archery Board Members present: Chairman Bill Corbin, Linda Beck, Cindy Bevilacqua, Brady Ellison, and Erika Anschutz.

USA Archery employees present: CEO Denise Parker, Mary Emmons, Guy Krueger, Cindy Clark

Chairman Bill Corbin introduced the USAA BOD and USAA Staff. He congratulated the Olympic team athletes on their success and recognized that the women's team secured their slots under tremendous pressure.

### **I. Reading of the Minutes of the 2011 Annual meeting**

The reading of the 2011 annual minutes was dispensed with as copies of the minutes from the 2011 annual meeting were made available for review.

### **II. Announcement by the Chair of the place for holding the next Annual Target Tournament and Annual Assembly**

The 2013 U. S. National Target Championships will be held on July 15-21, 2013 in Hamilton, Ohio

### **III. Report of the Board of Directors**

Chairman Bill Corbin commented that USA Archery has become a more focused organization with a bias for stability going forward. Goals for the future include: 1) better service to our members providing more ease of contact; 2) Capitalizing on the increased interest in archery stimulated by the media and the release of the movies "The Hunger Games" and "Brave"; and 3) More fundraising to better position the organization for the future.

### **IV. Report of the CEO**

CEO Denise Parker presented the following report:

#### High Performance

- USA Archery is sending a full team to London – it's been 12 years since we last brought home a medal in the men's division and 24 years for women. We feel great about the team we are sending and wish them luck.
- The National Head Coach, Kisik Lee's contract has been extended through 2016. He will continue to lead the efforts related to the Resident Athlete Program, The Junior Dream Team Program and the Coach Development activities.
- USA Archery has signed an agreement with the USOC and Easton Foundations to progress in the construction of a new training facility in Chula Vista. The project will also include housing. This will be a huge project and an incredible facility for the program. They expect to break ground by the end of the year.
- Land has also been purchased in Salt Lake City for another Easton Foundations training complex. There are many other smaller projects taking place all over the country through ESDF and ATA.

#### Grassroots

- Between last year and this year, we will have given away \$80K in grants to JOAD clubs for equipment and instructor related items.
- JOAD clubs from 279 in 2010 to 330 to date (another 50 in about a year and a half, 120 in the past three years)

- Online basic and intermediate certifications will be going online possibly by the end of this year.
- Hired a new Outreach Director, Mary Emmons. We have formed a strong alliance with the Archery Trade Association, Easton Foundations and the National Field Archery Association to really coordinate projects and combine resources over the next four years to develop a strong pipeline of archers. In 2007 we spent approximately \$50,000 on JOAD and Outreach programs and much of that was related to the JOAD Nationals. It is likely that we will have close to a half of million (\$500K) dedicated to these efforts in 2013.

#### Membership

- We have seen a steady increase in membership year after year. Membership is up from 4185 individual members at the end of 2011 to 5011 to date in 2012. (We are currently not capturing the 10,000 level 1 coaches and approx. 30,000 JOAD kids within our membership numbers)
- We have also picked up 7 new adult clubs so far in 2012 for a total of 152, up from 70 in 2009.

#### Events

- 2012 has been a very busy six months:
  - World Archery Indoor Championships in Las Vegas
  - Held 3 of the 5 USAT events for the year
  - Two Olympic Trials
  - Nationals
- Attendance at Nationals is incredible – 537 up from 333 last year in Yankton
  - Adult: 180 (Seen a decrease in attendance by seniors since the format change from a double FITA. We have lost approx 90 senior and master archers)
  - Youth: 357 (265 in CA JOAD and 143 in NTC Youth in 2011)
  - We have not seen these types of numbers since 2001. Registration in 2001 was 571 with 80 being from international teams. This was prior to the World Cup times... International participation has really moved to World Cup and World Ranking Events, i.e. Ogden and Arizona.
  - Absolute reversal from 2001 Nationals:
    - 180 adults in 2012, 383 in 2001
    - 357 youth in 2012, 171 in 2001

#### Promotion/Sponsorship

- 2011 usarchery.org received 186,000 unique visitors. Our goal is to try to reach 250,000 unique visitors in 2012. A new website was launched which includes a platform restricted in capability as it is based off of USOC platform and capabilities. We are aware that it is not the easiest to navigate and are trying to work as closely as we can with them to get as many changes as possible. Funding is tied to the use of this platform.
- Began our social media strategy in 2010 and we are now at 6,200 Facebook followers and just shy of 3,400 followers on Twitter.
- Current sponsors include Easton Foundations, Hoyt, Easton Technical Products, Nike, United, Mental Management, Flexor, AAE, and BeeStinger. Two other sponsorships are close to being finalized and a joint promotion with Lions Gate for the DVD release of the Hunger Games was arranged. There has been contact with Pixar for the movie Brave and promotional opportunities are being explored with the current media exposure. An arrangement was made with Pixar for a private screening of the movie during the World Cup in Ogden.

#### Customer Service

- Denise acknowledged that there has been some customer service issues related to how the offices i.e. Chula Vista, Colorado Springs and Florida are spread out and how most calls are

now routed through the CO Springs office. She assured the members that better phone solutions are being researched to address the problem.

#### **V. Report of the Audit Committee**

Bill Corbin reported that the Audit Committee has approved the audited 2011 financials and that the organization continues to make progress financially. Copies of the 2011 audited financials were made available to members attending the meeting.

#### **VI. Report of the Nominating and Governance Committee**

Those Board members who are beginning second Terms in 2012 are Cindy Bevilacqua, Belinda Foxworth, and Tom Green. Skip Trafford was newly elected in May to the Grassroots Director position. Other elections scheduled for the end of 2012 will be the USOC Athlete Representative Position (Brady Ellison) as well as seats on the USAA Athletes Advisory Council.

#### **VII. Old Business**

None

#### **VIII. New Business**

None

#### **IX. Announcement and giving of awards**

Awards were announced and presented on the tournament field following competition.

#### **X. Open Forum**

Some members voiced the preference that JOAD Nationals be held separately from the National Target Championships stating that some archers would like the option to shoot in both events. Other members said that they appreciated the opportunity for the younger archers to meet those who have achieved the higher rankings. Some options discussed were to combine the events in Olympic years but hold the two events separately the remainder years or even to hold the events at the same venue back to back. One concern expressed was that if JOAD Nationals and U.S. National Target Championships are combined over the years that there will be no rotation of location and less opportunity to travel to different venues. After some extended discussion it was left that more formats would be explored and considered.

One member expressed concern that there was not more time allotted to address the Junior Olympic Archery Development program issues and that this meeting was focused mainly on issues affecting High Performance.

Two USAT eligibility proposals were presented for discussion by Assistant Head Coach Guy Kruger. Option one represents the same as what is currently in place for Senior USAT. Option 2 offers a format where juniors and seniors may compete together in an Open Division 18 & Over. This second option holds the same number events, but makes it possible for junior archers to be eligible for World Cups and USOC Support. Some concern was voiced from the membership regarding the demanding schedule and expense for athletes trying to obtain ranking. There was not overwhelming support for one option over the other the two options, the topic was left for further consideration in the future.

#### **XI. Adjournment of Business Meeting**

Minutes approved by USAA Board of Directors: November 17, 2012