

***USA Archery***  
***2014 Annual Archery Assembly Meeting Minutes***

Thursday, July 24, 2014, 7:00pm  
Hotel Marriott, Hamilton, Ohio

USA Archery Board Members present: Chairman Belinda Foxworth, Cindy Bevilacqua, Dee Falks, Erika Jones, Nick Kale, Brian Sheffler and Skip Trafford.

USA Archery staff members present: CEO Denise Parker, Cindy Clark, Mary Emmons, Callie Grieser, Guy Krueger, Sheri Rhodes and Jon Taylor.

Audited 2013 USA Archery financials were made available for review. Additional documents made available were the USA Archery Dashboard and the draft athlete selection procedures for the 2016 Olympic and Paralympic Games.

**I. Welcome/Chair Report**

Chair Belinda Foxworth called the meeting to order at 7:07 pm. Board of Directors present introduced themselves followed by recognition of staff present who also introduced themselves. Chair Foxworth shared her thoughts on the organization as she visited the archery field earlier that day. Membership continues to increase along with tournament participation. The combined number of registrations for Outdoor Nationals – the U.S. National Target Championships and Easton JOAD Nationals – is over 900 archers in 2014. The challenge is how to keep this momentum up. Chair Foxworth stated that she is very optimistic about the future of USA Archery.

**II. Audit/Committee Report**

Chair Foxworth – standing in for Greg Easton, chairperson of the Audit Committee – reported that the audited financial statements demonstrate that USA Archery is in a very strong financial position. Additionally she reported that the independent audit firm stated during their meeting with the audit committee that USA Archery financial staff performed among the best practices for sport National Governing Bodies (NGBs) and that the amount of funds used toward operating expenses for the organization is one of the lowest for NGBs.

**III. CEO Report**

Chair Foxworth turned the meeting over to CEO Denise Parker, stating that the organization is very lucky to have Denise and her leadership.

USA Archery Dashboard - CEO Parker reviewed the “dashboard” for USA Archery depicting the key metrics of the organization from 2009 forward: 1) growth of its financial assets; 2) individual, club and coach memberships; 3) participation in National Events; and 4) marketing and social media statistics (tracking unique website visitors and Facebook and Twitter followers). CEO Parker explained that the numbers in this report display the growth of USA Archery as incredibly strong. Membership is now up to 13,632, representing a 78% increase in just 12 months. Club memberships are now up to 764 total clubs (460 JOAD and 304 Adult) and there are now 75 Explore Archery programs. As part of its customer service efforts, USA Archery completed its first Individual Membership and Club membership surveys and USA

Archery has grown its staff considerably in response to the needs of its membership. USA Archery now has 16,625 instructors and coaches with the bulk of the numbers being Level 1 instructors. Additional growth is represented in USA Archery events as well, with National Indoor and JOAD Indoor Championships event participation up 21%, and combined National Target and Easton JOAD Nationals up 30% from 2013. All four USAT Qualifier Series tournaments experienced record participation in 2014. CEO Parker stated that the organization is trying to keep up with the demands of this growth and her personal preference is to keep these tournaments open.

2015 Outdoor Nationals- CEO Parker announced that 2015 U.S. National Target Championships, U.S. Open and Easton JOAD Nationals will be held July 1<sup>st</sup> through 5<sup>th</sup> in Decatur, Alabama. She explained further that we would like to have our top archers participating in this tournament and the move to the earlier date was necessary to accommodate the schedules of these archers. The 2015 event year is packed with domestic and international events heading toward the Rio 2016 Olympic and Paralympic Games. Melinda Dunn of the Decatur Convention & Visitors Bureau was introduced. Melinda expressed that they are excited to be the next location for these events and mentioned various recreational opportunities for guests in the area, and Decatur's proximity to the U.S. Space and Rocket Center in Huntsville. The Jack Allen Recreational complex in Decatur offers great growth opportunity for the Outdoor National events.

High Performance- Draft 2016 U.S. Olympic and Paralympic Team Selection Procedures were available for review. Members were encouraged to review these procedures and provide feedback. Highlights of the High Performance Programs include: A compound Junior Dream Team will launch in November; and we are seeing compound archers achieve much success with both the Men's and Women's team currently holding 1<sup>st</sup> place in world rankings. The Men's Recurve team is currently ranked 2<sup>nd</sup> in the World while the Women's Recurve Team is ranked 12<sup>th</sup>. We are putting resources behind up-and-coming female archers to get them to competitions so they can gain experience.

Outreach Programs & Certification – Outreach Director Mary Emmons was hired 2 ½ years ago; she and her staff have been working on the development of Coach/Instructor materials and various programs. Level 1, Level 2 and Instructor Trainer materials are expected to be made available this year. Explore Archery, a new program that makes it easy to start archery, has been very successful since its launch earlier in the year and has generated much interest. The Camp series has been successful and has great potential to reach out to the public to generate even more interest in archery.

Key Partnerships and Funding – CEO Parker thanked the Archery Trade Association and Easton Foundations for providing funding for key Outreach initiatives and USOC and Easton Foundations for providing funding for High Performance Programs. These organizations provide hundreds of thousands of dollars to help meet the needs of the USA Archery membership.

#### **IV    Open Forum Discussion**

- 1) Member Question: What is being done to develop the ranking for Masters classes? Answer (CEO Parker): We are pushing the USAT Qualifier Series events to carry the Masters program, however due to the already near-capacity registration numbers, event organizers are slower to add this category than we want.
- 2) Member Concern: This member felt that it is a disservice to certified coaches to purchase a coach credential at events; they feel that it is burdensome. Their suggestion was that those who have completed the Level 2 or higher certification should not be required to purchase a credential. Response: USA Archery staff will take this suggestion under consideration.
- 3) Member Question: Is a Level 3 and Level 4 Coach able to teach a Level 2 class? Answer: Yes.
- 4) Member Question: They recently completed a Level 3-NTS course and would like to become a Level 4-NTS Coach. Why can't they take a Level 4-NTS class? Answer (Guy Krueger) - There is a waiting period imposed to allow more experience as a Level 3-NTS coach prior to taking the Level 4-NTS class. There were a number of people who took the Level 4-NTS course who were not able to pass the practical and need more experience between the two classes.
- 5) Member Concern: Many archers have expressed passion for Barebow; how it can be brought back to certain events? Response (CEO Parker): Parker referred the group to her most recent announcement on this subject. A task force has been developed to explore a format that would allow USA Archery to bring Barebow back into the Outdoor Nationals event with a more appealing format for Barebow archers. Clubs have seen a growth in the Barebow division and we have added the Barebow to the achievement pins already.
- 6) Member Comment: They would like to see certain traditions remain such as Clout and Barebow.
- 7) Member Concern: It is quite a challenge for college kids to participate. Response (CEO Parker): The USA Archery Board of Directors developed a Collegiate Task Force after the last Board of Directors meeting. This information will be passed on to them for consideration.
- 8) Member Question: Who is funding the Compound Junior Dream Team? Answer (CEO Parker): The Compound Junior Dream Team is a self-funded program.
- 9) Member Question: When will the Indoor Nationals schedule be made available? Answer (Sheri Rhodes) - the Indoor Nationals schedule should be available in about 4 weeks.

#### **IV.    Adjournment of Business Meeting**

Chair Belinda Foxworth adjourned the meeting at 7:57 p.m. EST

*Minutes approved by the Board of Directors on September 2, 2014.*