

**USA Archery**<sup>[SEP]</sup>  
**2018 Annual USA Archery Assembly Meeting Minutes**  
Thursday, August 9, 2018 – 7:00PM  
Embassy Suites, Dublin, OH

USA Archery staff members present: Rod Menzer, CEO, Sarah Boyd and Jenni Edmunds

USA Archery Board members present: E.G. LeBre, Mike Cullumber, Rob Kaufhold, Reo Wilde, Brady Ellison

USA Archery High Performance Ethos was handed out for review.

**I. Welcome and Introductions**<sup>[SEP]</sup>

- a. CEO Rod Menzer called the meeting to order at 7:06PM and welcomed members. Board of Directors (BOD) and USA Archery staff present introduced themselves. CEO Rod Menzer discussed new board and staff members
  - i. NFAA Chair: Bruce Cull replaced Brian Scheffler
  - ii. Grassroots (Non JOAD) Chair: E.G. LeBre replaced Skip Trafford
  - iii. Rod Menzer was hired as permanent CEO
  - iv. Songi Woo joined staff as National Women’s Head Coach
  - v. Geri Woessner joined staff as Director of Sponsorships & Donor Engagement
  - vi. Sam Bauer joined staff as SafeSport and Membership Services Coordinator

**II. CEO Report**

- a. CEO Rod Menzer provided a presentation to demonstrate the current overview of USA Archery:
  - i. Financial Budget overview:
    - 1. Thanked generous partners
    - 2. Membership dues and USOC provide greatest source of funding, followed by tournament registration and associated fees, Easton Sports Development foundation, and then sales, camp registration fees, and corporate contributions, grants and sponsorships
    - 3. Expense breakdown showed high performance is greatest expenditure, as it should be because that is our mission and what we are tasked with as an NGB
    - 4. Additional large expenditures are administrative costs, international and national events, membership, grassroots, coach development and para programming.
  - ii. Dashboard highlights – social media report
    - 1. USA Archery has best social media presence of all World Archery member associations on Facebook, Twitter and Instagram by wide margin, but was behind on YouTube. Chart demonstrates how important archery is to the world and that what we do – the world pays attention
    - 2. Making video a big focus this year and where we are working most to grow

3. Second chart compared our social media presence to other organizations within the U.S. and discussed importance of these numbers for manufacturers, contingency checks, visibility. We're finally starting to see more and more of the contingency checks on the podium this year
  4. Anyone who is marketing a brand worldwide should be paying attention to USA Archery – what we can do in advertising is greater than any other archery organization in the U.S. and the world
- iii. Event participation
1. Except for one, all events this year have had record breaking participation numbers
  2. Seeing really great growth where our competitors are not. The NFAA is flat or down, ASA is flat, IBO is flat, NASP and S3DA are growing – the youth needs to be a big focus
- iv. Upcoming international events/U.S. Team Trials Schedule
1. The event schedule next year is rough. We work to make sure we do not overlap World Archery and the other U.S. organizations.
  2. World Championships is priority – need Olympic slots, really important we do well
  3. Pan Am is our second chance to qualify slots for Games. If we don't get slots for team at WAC, we continental qualifiers
  4. 2019 is first time compound will be in the Pan Am Games, we need to earn slots at the Championships
  5. Asia is also adding compound to continental championships and this is a big sign to world archery to push for inclusion in Olympics.
- v. Announcement on upcoming Games locations
1. LA struck a deal with IOC to host in 2028 and Paris will host 2024
  2. This gives us the longest period to prepare for an Olympics ever. Great opportunity for us to focus a lot of attention in LA in upcoming years with JOAD, etc.
  3. Mixed team was added to the Olympic Games for 2020
- vi. High Performance Culture Training
1. Earlier this year we hosted a training in Chula Vista and brought in board members, judges, USAA staff, elite athletes, and it was a fantastic event
  2. Learned about different personalities, how to get along and why some frustrate us – how to come together as a team
  3. Performed analysis on the organization as a whole and we were all on the same page, no matter what perspective we were coming from. We took all that and came up with a team Ethos. That is something the athletes created – what they want to see as an organization. How to behave and what we expect of ourselves. This is what the team promises to live by.
    - a. Ethos categories: (1) Communication, (2) Respect, Integrity and Humility, (3) Trust and Standards of Excellence, (4) Duty, Legacy and Team Player, (5) Engagement and Support, (6) Priorities and Follow Through, (7) Success

- vii. Para high performance and adaptive education**
  - 1. 2 new classifiers, currently the only 2 in the U.S.
  - 2. 18 para athletes in U.S. who will be going for classification this year – great for growth
  - 3. Our para program is one of the best in the world already, our adaptive manual was shared worldwide and won USOC’s Diversity and Inclusion Award
  - 4. New adaptive videos are on YouTube and our website – available free for anyone
  - 5. Developed new service animal policy – looked at difference between ESA and service animals
- viii. U.S. Center for SafeSport**
  - 1. There has been a lot of buzz about it. Not going away, only getting stronger to make sure we are protecting our athletes and our youth
  - 2. We are obligated as an NGB to follow trainings and requirements set by the Center
  - 3. SafeSport Training is available in your member account within the USA Archery Membership Services Platform.
  - 4. The USA Archery SafeSport reporting form is available at [www.usarchery.org](http://www.usarchery.org). All cases of sexual misconduct should be referred directly to the U.S. Center for SafeSport.
  - 5. We anticipate the U.S. Center for SafeSport and the USOC will require USA Archery to adopt additional policies prior to the end of 2018 related to one on one interactions with minors, etc. Additionally, new SafeSport training seminars for youth athletes will become available later this year. All are encouraged to complete these trainings.
- ix. Membership Services**
  - 1. USAA launched Sport 80 – all but one U.S. archery organization is using it. We’re working to update it – it’s not perfect, but it is a smart system. Trying to make it more user-friendly
  - 2. Implemented Zendesk – online system that can check all emails that come in and track responses
- x. Explore Archery**
  - 1. USA Archery identified key partners for local development of grassroots archery programming. Initially MI and NY, now GA and CA
  - 2. NASP – when it ends 20% stay in sport, in EA, 85% stay in the sport, buy equipment and get into organized archery. Really good program to grow the sport of archery. Focus is fun – no scoring, just games and goal achievement
  - 3. As an NGB we are required to do grassroots development and the funding we get for grassroots all goes directly to growing these programs in local communities
- xi. Coach and judge education opportunities**
  - 1. If you have interest in learning more about archery and the rules, take a judge course. 2018 options:
    - a. August 18 – 19, 2018 – Houston, Texas

- b. September 1 – 2, 2018 – Boston Massachusetts
- c. September 22 – 23, 2018 – Phoenix Arizona
- d. September 29 – 30, 2018 – Rockford, Michigan
- e. October 13 – 14, 2018 – Reno, Nevada
- f. October 27 – 28, 2018 – Andover, Minnesota
- 2. Coach symposium – great lineup of speakers. Oct. 19-21, 2018 – all USAA members welcome
- xii. JDT Updates
  - 1. JDT is being redeveloped into RED program - JDT has changed over the years and now we are rebranding to meet our goals and missions
  - 2. 6 regions with dedicated coaches who can work with the athletes more often – avoid issues associated with national programming
  - 3. Saves money and increases frequency of trainings, etc.
  - 4. Will still have annual high performance camp at national level with top shooters from each region
  - 5. The coach and athlete will both see more resources for development
  - 6. More communications coming soon
- xiii. State Coordinators
  - 1. USA Archery has added 5 new states coordinators in 2018: NV, NE, MD, NH and KY
  - 2. Going state by state to put coordinators in place and build state championships
  - 3. State coordinators receive input from club advisory committees and funding that goes to states to support state championship events – targets, timing clocks, flags, etc.

### III. QUESTIONS

- a. Will all events go regional?
  - i. Possible, but not in current plans. It has been looked at and kicked around
  - ii. Indoor nationals is most heavily attended
  - iii. Don't want to alienate membership who shoot indoor nationals but we know our events need to get better
- b. As collegiate grows, where are we with collegiate indoor being it's own event?
  - i. It's still far off. We need to see more conferences in the college area before we see that. Will likely stay as is and wouldn't move at a different rate than the national indoor for general membership
- c. Pan Am Games – rumor there will be a masters division?
  - i. No. Not in 2019, but in talks with Sergio Font and Colombia, it's not coming any time soon.
  - ii. Excited about masters championships this year and hope success there leads to other events
- d. Can we have a USAA rep at each indoor location to standardize?
  - i. Not currently an option
  - ii. Important for members to fill out surveys after each event – we take them seriously
  - iii. We are working to improve – many regions are changing to new locations and we are increasing requirements for standardization

- e. The state of Texas should be considered its own region
  - i. Regions are determined by membership numbers
  - ii. We look at density (heavily coastal) and work it from there
- f. Barebow – indoor final championships? Money for us?
  - i. Has to do with where the money is coming from
  - ii. Rob Kaufhold volunteered funding to include barebow in 2019
  - iii. Continue to see great growth in barebow numbers and they will be included in U.S. open finals live stream
- g. Can event surveys go to credentialed coaches?
  - i. Yes, can implement for 2019

***Minutes were approved by the Board of Directors on October 13, 2018***