

USATF Southeast Region Newsletter

Pam Betz, USATF Southeast Region Representative

December 8, 2015



Dear Southeast Region Association Members -
Having spent the past week in Houston at the Annual USATF Convention, here is the latest (maybe not the greatest...) report:

Wednesday, December 2 - USATF Associations Workshop:

After opening remarks by Chair, Karen Krsak, Dave Shrock introduced “SWOT” Analysis (Strengths, Weaknesses, Opportunities, Threats) - as a opportunity to analyze your association’s internal and external environment: Internal - strengths (helpful) and weaknesses (harmful) and External - opportunities (helpful) and threats (harmful). More information can be found at [What is SWOT Analysis? - ModernAnalyst.com](http://www.modernanalyst.com/SWOT-Analysis) www.modernanalyst.com/SWOT-Analysis
SWOT Analysis description with example.

Following Dave’s presentation, there were “round robin” sessions - “Getting to Know L&L” and “Grants” which were presented and then repeated so everyone could attend both, rather than having to choose between them. After a brief break, two more were offered: “Volunteer Recruitment” and “Media Announcements” - again repeated so as not to have to choose between them. The session on grants was particularly interesting in that for 2016 the timeframe will be extended from June 1 - August 31 to April (tbd) to September 30, and the form will be streamlined (available in the Document Resource Library). Additionally, the media session stressed that human interest stories can garner more press than events. In the volunteer section - ALWAYS appreciate your volunteers!

After the Awards Luncheon, the following topics were presented: “How to Use Surveys”, “Club Involvement” “Run, Jump, Throw” updates and an open discussion on Member Benefits Package, Association Awards, and Grant for Annual Meeting. During open time before dinner, attendees could meet with experts in the following subject matters: USATF Marketing/Branding; USATF Clubs and Membership system; USATF Sanctions; Masters LDR project; Accreditation; Bylaws; “Exact Target system”; Finance/Accounting; SafeSport.

Thursday, December 3, 2015 - Associations Executive Committee Meeting:

2016 Budget Items: A committee has been formed to create an application for associations to apply for Grants in Aid to help fund those that are financially strapped. The funds can be used to send members to the Annual Meeting and other items of dire need. Of course, all receipts must be rendered for expenditures.

National Office Updates: Desiree reported that associations not utilizing the USATF website template, all fees - set up and monthly - are being waived effective January 1, 2016. This also applies to those associations currently using the USATF website - effective January 1, the fees will no longer be charged. So, if your association has been holding off due to the fee structure, your excuse is no longer valid. Further - each association is encouraged to utilize the website template and to keep their sites updated (some sites have long departed officers, etc. on them as well as other outdated information).

Workshops Summary: There's money in these here hills! Each association has \$500 to use toward marketing items, and we are strongly "recommending" that each one takes full advantage of this opportunity - correspondence will be going out to all presidents and secretaries outlining this program. Further, there is money available for each association to market to its club membership (adult clubs only) from the USATF Club Council.

New email system - Exact Target - seems to be working quite well. Many people have taken advantage of the tutorial sessions and it can be used to contact and market to membership, clubs, sanctions, etc. Delivra will become inactive on December 31, this year. It has been announced that through the National office there is a coaches list that associations can market to. Called Clell Wade, it can be utilized to announce events, etc., that your association wants to spread the word about to middle through college schools (but not USATF coaches). There is no cost to associations to use.

Club Nationals: June 25, 2016, at either Ikon Stadium, New York, or University of Pennsylvania (home of the Penn Relays). Again, there will be a travel stipend of \$600 for teams attending the national meet. Also there's been awarded \$3,000 to support the regional meets.

The Southeast Region Breakout on Friday afternoon was well attended and the minutes and photos are attached to this report.

On Sunday, a vote was taken to approve moving Accreditations from Organizational Services to the Associations Committee.

There were several workshops on Friday and Saturday - 1) Conflict Resolution and 2) Bylaws; as well as an Associations Committee Business Meeting which was attended by Max Seigel, Stephanie Hightower and Steve Miller.

SafeSport: by USOC Mandate, all Youth coaches MUST not only pass the TLogic Background Check, but also the SafeSport training. This can be done online (www.safesport.org) or by taking a class through USATF. BUT - no youth clubs will be approved unless everyone listed as a coach or administrator has

passed both. AND - those already approved for 2016 can be closed down if the SafeSport training has not been taken and passed.

Level One coaching school - book has been upgraded, but sit-down 21-hour course still necessary. Level One recertification is necessary if no Level Two course has been taken since 2013. Encourage your Level One coaches to take a Level Two course in a timely manner.

USATF Logo and Branding: The new branding of USATF is just that - USATF - there is no longer the USA Track & Field brand being used. All Presidents have been sent the information to be used throughout your associations. The plan is to have all 57 associations nationwide to look alike. There are templates available for stationery, business cards, etc.

During the final associations workshop/business meeting, Steve Miller, Chairman of the Board, Stephanie Hightower, President, and Max Siegel, CEO, spoke to the attendees and expressed thanks for members' volunteer hours throughout the year and as we work together, things get done.

The Closing Session was brief and to the point. Thanks and see you next year!

Don't forget that the Regional Breakout minutes and photos are attached here (more photos will follow in future newsletters).

Thanks,
Pam

Contact Information

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