

## **USATF Mid-Atlantic Executive Committee Meeting**

November 20, 2013

Severance Room, Villanova University

Attendees: Annette White , Rogers Glispy, Doreen McCoubrie and Michael C. Hemsley. In the absence of the president, Vice President Hemsley presided.

1. Approval of the minutes of the Committee's prior meeting was deferred;
2. Secretary's Report: Accepted as submitted;
3. Treasurer's Report: The report was accepted as submitted. The Treasurer noted the balance of approximately \$145,000;
4. Financial Secretary's Report: Ms. White presented the year-to-date income and expense report noting her continuing efforts to refine the data. She noted the need for the Association to follow-up on one investment vehicle to ensure correct identification of the Association as the owner of the account. Mr. Glispy will follow up with the bank on that item.
5. President's Report: The report was accepted as submitted. Each of the substantive items in the report was briefly discussed by the Committee.
6. Vice President's Report: None submitted.

### **Committee Reports**

#### Sports Committees:

- High Performance: Mr. Glispy reported for the High Performance Committee, reviewing the submitted report. Of particular note was the Committee's plan to host the Association's Open and Masters Champs at West Chester University on June 7, 2014, unless a club offers to serve as the host. He also identified the Committee's intent to begin the process of purchasing a set of hurdles adjustable to 27" for use in meets and inquired with respect to the current state of any storage facility that might be utilized to house those hurdles. He also addressed the plans to hold coaching clinics including the possible Level Three Clinic at some point in the future. He did note the need for revitalization of the Coaching Education Committee if the Association is to pursue a Level Three Clinic.
- Long-Distance Running: The report was accepted as submitted.
- Youth Athletics: The report was accepted as submitted.

#### Administrative Committees:

- Law and Legislation: Mr. Hemsley reported on highlights of the proposed amendments to the USATF Bylaws and Regulations to be considered at the Annual Meeting in December. The most significant amendments appears to be the application of the accreditation standards for associations as adopted by the USATF Board in December 2012. A written report thereon is being provided.

- Membership: The Membership report was accepted as submitted. Online sanctioning continues a slow implementation. Doreen McCoubrie will raise questions and issues at the Annual Meeting to learn how the online sanctioning process might be streamlined.
- Budget and Finance: No report having been submitted, Mike Hemsley will follow-up with the committee chair to see what is needed from members in preparation of a draft budget for 2014.
- Coaches Education: No report submitted.
- Officials Committee: The report was accepted as submitted noting the next Official's Clinic at Penn State University on December 14, 2013.
- Communications: The communications report was accepted as submitted.
- Awards: No report was submitted. A discussion ensued as to how awards were being ordered this year. There will be further discussion with the President on the logistics for the annual awards luncheon scheduled for Saturday, January 25, 2014.
- Old business/new business: Given the smaller than usual turnout for the Executive Committee meeting due to schedule conflicts, these matters were deferred to the next meeting of the executive committee.

Respectfully submitted,

Michael C. Hemsley

Reports to Mid-Atlantic Executive Committee  
November 20, 2013

PRESIDENT'S REPORT

Submitted by Cynthia Young

Mid-Atlantic is in the planning stage of creating a marketing plan. In order to make this a valuable document, each sports committee chair will need to assist in this process. Currently we are working on the social media piece with our Facebook page. Lynette DeShields has shown interest in managing the page. We have spoken and I am waiting for additional qualification information from Ms. DeShields, who has a child participating in Track & Field. We are also looking to move to other social media in order to attract our younger participants and hope to have them set up by January 2014. Currently Kelsey is working on a promotional flyer for the association to give out during events. We are both looking for promotional items for the association.

**Email:** New email addresses have been provided to all the sports committees as well as the executive committee with the exception of Financial Secretary. Paul has begun changing over the new email addresses. Kelsey has forwarded the information to the national office. Look for usage of the email soon.

**Internship program:** Kelsey and I are working on the job description, areas needed, as well as targeting contacts to establish this program. It is our hope to provide Universities with this information by March 2014.

**Co Op pilot program:** The program is coming to a close. I am waiting on the financial figures.

**Awards Luncheon:** The luncheon will be Saturday, January 25, 2014, tickets will be available after December 16, 2013. Look for more information.

**2014:** For 2014 I would like to focus on the following areas

- Increasing membership.
- Youth Obesity Program.
- Race Walking Program.
- Identifying future leaders within the association.
- Strengthening relationships with local Universities.
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SECRETARY'S REPORT

Submitted by Paul Spencer

All documents have been filed for the Mid-Atlantic delegation to attend the USATF National Meeting in December. Accreditation documents such as financials, meeting minutes and bylaw updates, which were due before the annual meeting in years past, will be collected electronically after January 1, 2014.

LONG DISTANCE RUNNING REPORT

Submitted by Robin Jefferis

Annual Convention:

- Robin Jefferis, Doreen McCoubrie and Ed Maher will represent the LDR Committee at the 2014 USATF Annual Convention.
- Ed Maher: Men’s LDR and Masters LDR
- Doreen McCoubrie: Women’s LDR and Masters LDR
- Robin Jefferis: MUT and Cross Country Council, Masters LDR

Club Travel Grants:

- Athena teams to the Masters 8K Championships and the Masters 1 Mile Championships.
- Bryn Mawr is sending a male team to the USATF National Club XC Championships.
- Both clubs met the Club Travel Grant qualifications

ADP Program:

- Samantha Howard represented the Association at the USATF Marathon Championships at the Twin Cities Marathon on Oct. 6.
- Carol Jefferson and Josh Sadlock from Keystone Elite TC represented the Association at the USATF Half Marathon Championships at Grandma’s in June.

2014 USATF Club Cross Country Championships, December 13, 2014 at Lehigh University:

- A microsite that will live on the MAUSATF.com website is under development. Goal is to launch the site in January/February 2014.
- The official Press Release will be communicated to the Mid-Atlantic membership early in 2014.
- The Officials application received approval from National and is posted in the Championships homepage.

LDR Goals including Membership and Club goals:

1. *Increase Communication to our LDR membership and clubs via Web, Conference calls, Newsletters and Non-traditional such as Facebook.*
2. *Transparency – Utilize the LDR website to share LDR documents, etc.*
3. *Increase LDR membership by 15% and club membership by 5% per year.*

|            | 2009 Results | 2010 Results | 2011 Results | 2012 Results | 2013 Goal  | 2013 YTD<br>As of 11.17.13   |
|------------|--------------|--------------|--------------|--------------|--|--|
| Sanctions  |              |              |              | 177          | 200  | 199 / \$57,397 gross or \$16,185 net   |
| Clubs      | 55           | 79           | 83           | 92           | 100  | 67 (out of 108 total clubs) 9.18.13  |
| Individual | 714          | 879          | 928          | 1342         | 700<br><i>(Revised - Total with new reporting method. LDR + HDR Split)</i> | LDR = 239 + 274 = 513<br>HP = 422 + 274 = 842<br><i>(2013 HP &amp; LDR joint members = 544)</i><br>Youth =1225 (DOB year 1995)<br>Other = 19 |

|  |  |  |  |  |  |                           |
|--|--|--|--|--|--|---------------------------|
|  |  |  |  |  |  | TOTAL 2013 Members: 2,458 |
|--|--|--|--|--|--|---------------------------|

- 4. Support and development of our post-collegiate runners through the ADP Program.
- 5. Continue to support our constituents and clubs through offering three Series (Grand Prix/Road, Off-Road and Cross Country) and the Mid-Atlantic USATF Club Travel Grant program

Other:  
 Mike Cassidy, race director of the Tussey Mountainback 50 Miler, submitted his bid to the MUT Committee to host the USATF 50 Mile Road Championship again.

YOUTH ATHLETICS REPORT  
 Submitted by Nelson Berrios

- We had the XC Meet on November 9 at Belmont Park:
- We had 59 athletes
  - **Region 2 XC-November 23, at Central USA**
  - **National XC-December 14, at Shooting Complex San Antonio, Tx**
- 2014 Schedule:
- **Indoor Meet:** January 19, 2014, @ Widener University
  - **Developmental Meet: April 12, 2014, @Lincoln High School**
  - **Association Meet:** June 21-22, 2014, @ Widener University
  - **Region 2:** July 1-6, 2014 (Central USA)
  - **National JO Championship:** July 21-27, 2014 (Central USA)
  - **2014 XC:** Association-November 8, 2014;
  - **Region 2 XC- November 22, 2014 (Mid-Atlantic)!!!!!!!**
  - **National XC-December 13, 2014 (East Cost)**

OFFICIALS REPORT  
 Submitted by Earl Edwards

The officials membership has increased to 184 members, and the next scheduled officials' clinic is slated for December 14, 2013, at Penn State.

COMMUNICATIONS REPORT  
 Submitted by Paul Spencer

The newsletter scheduled for August was not published because of the press of other business. The content was included in the October newsletter, which was 28 pages long.

Website: In addition to other updates, the website has been updated with most of the new email addresses. The remainder will be added when those accounts are activated.