

Board of Directors Informational Meeting
March 23, 2022
Virtual Call – 1 p.m. ET

BOD In attendance:

Voting

Bob Archambeau, President
Jerry Bautsch, AWSA
Connie Bergmark, AWSA
Michael Flynn, Independent Director
Joel Johanningmeier, NSSA, Secretary/Treasurer
Teri Jones (for Andrew Martin), ABC
Dale Stevens, VP

Non-Voting

Nate Boudreaux, Executive Director
Jim Grew, Past President/Honorary National Director
Doug Robbins, Board Chairman

BOD not in attendance:

Andrew Adkison, USOPC/AAC
Charlie Buckley, USHA
Paul Byrne, AWSA
Tim Cullen, Immediate Past President (non-voting)
Jason Lee, AAC
Alex Lauretano, AAC
Gerry Luiting, NSSA
Matt Oberholtz, USA-AWSWS
Connor Poggetto, AAC
Doug Ribley, NSSA
Dave Rezin, AAC
Cheryl Ruston, NWSRA
Kenny Stuart, AKA
Cathy Williams, USA-WB

BOD Call Minutes

Robbins took roll and called the meeting to order at 1 p.m. ET. He asked the board to review the electronic ballot that was sent via email earlier in the day and to vote on the issue regarding the Russian/Belarusian athletes that needed to be addressed (ballots are due by March 28).

Archambeau said he recently sent an email to all Sport Discipline board and committee members asking them to sign the electronic [USA-WSWS Conduct and Ethics, Conflict of Interest and Reporting of Gifts form](#). There are 314 members who represent more than 600 board and committee roles (many members are on multiple committees). Headquarters will review the

electronic submissions as they come in and follow up with those who still need to complete the form. Upon completion, the Ethics Committee will review any conflicts of interest.

Boudreaux gave the below Headquarters update:

Administration

- **Membership System** – Continuing to work through bugs and fixes within the new Integress membership system. There are currently 100+ items in the support tracker that Integress is working to fix. Most issues are tied to data migration (information not displaying correctly in a member's record), Safe Sport status (the connection to the Safe Sport database to determine completed trainings), Official's information not displaying correctly within membership records and on club rosters (connection to Officials database) and family membership renewals. Also working through some backend admin tweaks relative to membership and financial reporting.
- **Human Resources** – Fran Buchanan promoted to Sr. Manager, Marketing & Business Operations, after the departure of Jennifer Walker. Currently in the second round of interviews with three potential candidates for Membership Services and Compliance Coordinator (received 102 resumes to date). Also looking to hire a Florida-based intern for the late spring and summer to assist with various programs.
- **IWWF Resolution regarding conflict in Ukraine** – IWWF will not invite or allow the participation of Russia and Belarus athletes and officials in all IWWF approved events. IWWF will not approve any event in Russia or Belarus. All IWWF Confederations and affiliated Federations are required to comply with this resolution. This decision aligns with the International Olympic Committee's recent recommendation. As it applies to USA-WSWS, the intent is that all R or L water ski competitions fall under this resolution. IWWF is meeting on March 29 to discuss athlete requests to change nationalities or ski as independents under the white flag of IWWF.

Finances

- **2021 Financial Audit** – Waugh & Goodwin (third-party accounting firm) is currently working through the 2021 financial audit. We expect to have a draft of the audit report shortly and the full report to share with the board in early April. Once the audit is done and the 990 completed, it will be posted on usawaterski.org in the governance documents section.

Membership

- Total membership as of March 1, 2022 is **13,745**.
 - 4,270 individual active
 - 1,362 family head of household
 - 3,669 family active (spouse and dependents)
 - 3,098 under 25 active
 - 554 grassroots active

- 161 Ambassador/Life active
- 291 supporting
- 340 Ambassador/Life supporting

Membership Marketing

- **100th Anniversary of Water Skiing** – Continuing activation around the 100th anniversary PR and marketing campaign.
 - **Vintage Photo Contest** – social media promotion from January-February where users submitted vintage photos for a chance to win a trip to Central Florida.
 - **Giveaway items** – promotional items (branded tote bag, water bottle and hand fan) arrived at Polk County Sports Marketing (PCSM). PCSM will be shipping these items to participants of Basic Skills Clinics and Get on the Water events starting in April. Items will also be sent to various water ski events this summer to be used as participant and spectator giveaways.
 - **100th Special Edition Magazine** – commemorative issue will mail in late May.
 - **Event Signage** – ordering 100th anniversary 3x8 banners to be displayed at various water ski events this summer.
 - **100th Anniversary book of member stories in partnership with Publishing Concepts, Inc. (PCI)** – Currently in discussion on a project that would collect member stories and put them into a hard cover book/keepsake tied to the 100th anniversary. PCI has done similar projects with the University of Texas, LSU, Texas Tech, Purdue University, Iowa State, University of Missouri and USA Weightlifting.
 - Example: [Purdue University Oral History Publication \(Full\)](#)
 - Would be a hard cover book that they sell for \$149. PCI takes our membership database and does an email and direct mail/postcard campaign asking members to call a dedicated 800 number to tell their story. PCI transcribes all stories for inclusion in the book (members do not need to buy the book to have their story included).
 - USA-WSWS would receive a \$10 royalty from each book sold (anticipated potential revenue of \$3,000-\$5,000) in addition to access to all the member stories in both digital recording and written form.
 - **Boat U.S. Magazine** – Scott Atkinson is working with freelance writer Zenon Bilas on an article on the 100th anniversary of water skiing for a four-page spread in June/July issue of Boat U.S. Magazine and boatUS.com.

Communications

- **Hit It! Podcast** – Launched on Feb. 14. Hit It! is the Water Skier Magazine’s podcast powered by USA Water Ski & Wake Sports that goes on the air with some of the top athletes from 3-event, show skiing, barefooting and everything in between. Currently has two episodes (Scot Ellis and Regina Jaquess) and plan to launch new ones every three weeks - <https://usawaterskihitit.podbean.com/>. The tentative release schedule for future episodes is below:
 - Marcus Brown (AWSA 3-event/filmmaker): April 2

- Freddy Krueger (AWSA jumper): April 18
 - Dave Reinhart (show ski legend): May 9
 - Anna Gay (AWSA tricks): June 6
 - Sammy Duvall (water ski legend): July 4
 - Dawn Goode (Owner Goode Skis) w/ Regina Jaquess (AWSA): Aug. 1
 - Matt Heilman and Dave Rezin (Team USA Show Directors): Aug. 29
 - William Farrell or Ron Scarpa (barefoot legends): Sept. 26
- **Magazine Archives** – Scott Atkinson is organizing PDFs/digitizing *The Water Skier* Magazine archives for inclusion in the member dashboard. There are over 400 issues to digitize.

Sponsorship

- Total sponsorship revenue as of March 23 is \$148,000 (80.8% of goal - \$183,000).
- Endemic
 - Continuing to pitch Enovation Controls (Zero Off), ZUP Boards, Body Glove, EZ Deck, Overton's, O'Brien and other WSIA members.
- Non-Endemic
 - Got feedback from Guaranteed Rate that they are in a spending freeze until at least May. Will follow up then regarding proposal around AWSA Regional and National sponsorship and sponsorship of a Wakeboard event.
 - No longer pursuing Progressive Insurance due to exclusivity clause in new Ski Safe proposal (Ski Safe will be paying more over the next three years to make up for any monies Progressive would have been willing to spend).
 - Will be reaching out to RV companies with a specific pitch around AWSA and NSSA Nationals as presenting sponsor of the RV area at both events.
 - Continuing dialog with Herbalife.
- Closed renewals with Nautique (2022-2023), Masterline (2022-2024) and Indmar (2022-2023). Expect to close Ski Safe shortly and MasterCraft in July when their agreement expires. Trying to secure as many longer term sponsorship deals as possible.

Compliance / Safe Sport

- **Safe Sport Compliance**
 - Minor Athlete Abuse Prevention Policy (MAAPP) policies were shared with all members via March e-newsletter (fulfills the requirement to alert all event participants of the policy).
 - Recently completed our Safe Sport Administrative Audit and will have the written report in six weeks. Overall, the audit went well, and we do not expect much (if any) management responses will be needed.
 - The Center recently released a Safe Sport Impact Report - <https://uscenterforsafesport.org/impact-report/>

- Will continue to communicate to membership on the importance of getting Safe Sport trained prior to participation in sanctioned events.
- **USOPC Compliance**
 - Submitting 2021 diversity and inclusion data which is used to build the annual DEI scorecard. We typically struggle to provide accurate data around race, disability status and veteran status because this information was not previously included in membership records. The move to the new Integress membership system will need at least a year or two to have members update their demographic information before we have more accurate data.

Misc.

- **USOPC Web Platform Project (redesign of NGB websites on platform) – USOPC** concluded the website RFP process in early March and has decided to work with [Next League](#). They bring decades of sports technology and digital platform experience, with a focus now on web 3.0 and where fan engagement is going. Having worked with both sports properties and NGBs, they are uniquely positioned to help us create a detailed set of capabilities, features and functionality for teamusa.com, NGB sites, and usopc.org. The first phase of the project will be 12 weeks, which began the week of March 14, and the deliverables will be a very thorough set of technology requirements, roadmap, and budget. From there, they will then begin the development for NGB site templates.
 - We will have the opportunity to select from 2-3 different website templates and the plan would be to transition our current website on the Team USA platform to this new platform in late 2022 or early 2023.
- **Sunshine State Games –** The Action Water Sports/MasterCraft dealership in Polk City, Fla. will be hosting a Class C/Grassroots slalom tournament on June 11 that we will be partnering with to include in the 2022 Sunshine State Games. The Florida Sports Foundation runs the Sunshine State Games and will contribute funds to offset the cost of operations, help to promote the event and provide medals, t-shirts, signage, etc. This opportunity will give water skiing more exposure in the Sunshine State Games. We are also working with the cable park in Auburndale, Fla. to get cable wakeboarding into the Sunshine Games as well.
- **World Water Skiers /Technology Advisory Group –** Members of the technology advisory group along with EVPs from AWSA met with developers from World Water Skiers who have created an event sanctioning and registration system specifically designed for water ski. Water Ski Canada currently uses the technology. The technology advisory group will meet in late March to discuss next steps.

After the update, Boudreaux asked the board how they would like to receive membership statistics in the future (monthly or quarterly). Flynn suggested quarterly would be sufficient. Bergmark agreed.

Kingsmill (Collegiate) gave a brief update on the status of the FISU World Championships that was recently cancelled as it was supposed to be held in Belarus in October. Currently there is not an alternative option.

Johanningmeier updated the group on NSSA's recent winter meeting held in conjunction with the annual Think Tank in Wisconsin. There were a few minor rule changes that were approved at the meeting and things seem to be on track for the IWWF Show Ski World Championships set for October in Winter Haven, Fla. He mentioned there may be another team added to the competition, bringing the total number of competing teams to six.

Grew gave an adaptive update letting the group know that USA Adaptive Water Ski & Wake Sports in partnership with Bell Aqua Lake in Elk Grove, Calif. will be making a bid to host the 2023 IWWF Disabled World Water Ski Championships.

Regarding an AWSA update, Bergmark (West) and Robbins (East) confirmed that the number of tournament sanctions in their respective regions is on par with previous years.

Boudreaux mentioned USA-WSWS' recent partnership with Delta (through the USOPC relationship). Headquarters will be communicating details of the partnership with members soon (promo code to use with booking flights, etc.). Additionally, Boudreaux is pushing Delta to offer an equipment bag discount for USA-WSWS members.

Meeting adjourned at 1:58 p.m. ET.