

**Board of Directors Meeting – 2<sup>nd</sup> Quarter  
June 29, 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  
Christy Kingsmill, NCWSA  
Jason Lee, AAC  
Teri Jones (for Andrew Martin), ABC  
Matt Oberholtz, USA-AWSWS  
Connor Poggetto, AAC  
Doug Ribley, NSSA  
Dale Stevens, VP  
Doug Robbins, Board Chair

Non-Voting

Nate Boudreaux, Executive Director  
Tim Cullen, Immediate Past President  
Jim Grew, Past President/Honorary National Director

BOD not in attendance:

Andrew Adkison, USOPC/AAC  
Charlie Buckley, USHA  
Pat Byrne, AWSA  
Alex Lauretano, AAC  
Gerry Luiting, 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.

Archambeau made a motion to go into Executive Session, seconded by Bergmark. Motion passed.

The board received an update from Eli Marger (defense attorney for USA-WSWS) in the Tate/Nichols lawsuit vs. USA-WSWS.

Archambeau made a motion to return to Regular Session, seconded by Bergmark. Motion passed.

Boudreaux asked if there were any questions to the written report submitted last week and gave the below Headquarters update as a supplement to that report (see written report at the end of this document):

- **Pan Am Games**
  - *Selection Procedures* – HQ staff along with Jeff Smith working with USOPC on crafting selection procedures for the 2023 Pan Am Games for both water ski and wakeboard.
  - *Future of water ski and wakeboard in the Pan Am Games* – Two years ago, Pan Am Sports Organization (PASO) approached IWWF to inform them that they needed more countries from the Pan Am region to participate in water ski and wakeboard to keep the sport in the Pan Am Games moving forward. Boudreaux had a call with Isa Mancheno, Karen McClintock and Paul Fong from the IWWF to discuss the latest developments. Boudreaux also met with Dana Garcia in late June and has a planned discussion with the USOPC in early July to discuss next steps. The current plan would be to petition Pan Am Sports for an “extension” through the 2027 Pan Am Games to allow more time for USA-WSWS and IWWF efforts to secure more country participation. USA-WSWS would also take a more active role in helping to secure additional countries. Boudreaux confirmed with the USOPC that, if we were no longer a Pan Am sport, the USOPC would no longer recognize USA-WSWS as the National Governing Body; and we would lose all current grant funding and athlete support (Operation Gold, Elite Athlete Health Insurance, etc.). Target numbers look to include more than half the countries (20+) that make up the Pan Am Region.
- **Shredding records in old storage unit** – Boudreaux informed the board that we plan to discontinue renting the Polk City, Fla. storage unit in October. The organization currently has two storage units – Polk City and Auburndale, Fla. The cost of storage has risen by more than 30% and we currently pay \$1,300 annually for the Polk City unit which houses floor to ceiling boxes of old paperwork dating back to the 1950s (membership records, financials, etc.). We will move the last 7 years of financial data to the new storage unit in Auburndale and shred the rest. Membership records and financials are now stored digitally. The cost to shred this volume of paper would be \$1,200-\$1,500 but would eliminate the annual cost of the Polk City unit moving forward. The Auburndale unit is climate controlled and currently houses file cabinets with old issues of the *Water Skier* magazine, photos, some water ski artifacts from the old office space, sponsor banners and other USA-WSWS marketing materials (pull up banners, table skirts, banquet settings, etc.). This unit is \$225/month for \$2,700 annually. A suggestion was made by

Dr. Flynn to get a team of volunteers to go through the boxes to make sure no important artifacts are destroyed.

- **Streaming Opportunity with RTH-TV** – Boudreaux walked the board through a brief presentation by RTH-TV, a production company that can assist USA-WSWS with starting a water ski and wakeboard focused channel on Roku TV, Samsung TV, Twitch and other streaming services with a reach of more than two million subscribers. We would need to aggregate 500 hours of programming to launch the channel. There is no cost to create the channel through this production company, and USA-WSWS would receive a portion of the sponsorship revenue generated from the content. The revenue share would be enough to cover the cost of most event webcasts. USA Diving has worked with this group and seen impressions on their content grow 100x from what they were drawing on their own webcasts.
  - Flynn asked if USA-WSWS would own the content on these streaming channels. Boudreaux suggested that we would but will confirm during the contract phase.

After the HQ update, the conversation transitioned to discussion regarding the Membership Pricing Chart and suggested pricing increase schedule for membership and sanctioning.

Robbins briefed the board on the history of the pricing chart and why it was created.

Kingsmill submitted a motion (seconded by Oberholtz) to keep the U25 membership fee the same (\$55) for 2023 versus moving to \$60. Motion failed. Archambeau will be appointing a committee to review future numbers and increases beyond 2023.

Flynn asked if we knew what the conversion rate was from expired U25 members to active members. Boudreaux stated that the data was not currently available.

Poggetto submitted a motion (seconded by Bautsch) to accept and approve the suggestions in the membership pricing chart. Motion passed.

Meeting adjourned at 2:25 p.m. ET.

## USA-WSWS BOD Quarterly Call Update – June 2022

### Administration

- **Membership System** – Continuing to work with Integress on bugs and fixes within the membership and event management system. There are currently 82 open support tickets in the queue. Updates (other than those that are urgent) are made in product releases every two weeks. Most issues are tied to API updates on Membership status, Safe Sport status (the connection to the Safe Sport database to determine completed trainings), Official's information (connection to Officials database) and family memberships.
- **Human Resources** – Fallon Sheffield started as the new Membership Services and Compliance Coordinator on May 23. Also hired a Florida-based intern for the summer to assist with various programs.

### Financials

- Opened a new money market account at Bank First and transferred \$250,000 from the operating account to this new account.
- Received Employee Retention Credits (ERC) totaling \$74,000 from 2020 and 2021 that have been applied to payroll taxes expense code 8028.
- Had a call recently with our UBS investment advisor along with Bob Archambeau (president) and Joel Johanningmeier (treasurer) to discuss and review our investment strategy moving forward given the volatility of the investment markets.
- Current account balances (as of June 1, 2022)
  - Bank First Operating - \$400,256
  - Bank First Money Market - \$250,033
  - UBS Investment - \$403,572

### Membership

- Total membership as of May 31, 2022 is **13,900** (up 1,848 from same time last year)
  - 4,227 Individual active
  - 1,390 family head of household
  - 3,793 family active (spouse and dependents)
  - 3,134 under 25 active
  - 558 grassroots active
  - 155 Ambassador/Life active
  - 303 supporting
  - 340 Ambassador/Life supporting

## **Membership Marketing**

- **100<sup>th</sup> Anniversary of Water Skiing** – Continuing activation around the 100th anniversary PR and marketing campaign.
  - **Water Ski Days in Lake City, MN** – <https://kstp.com/special-coverage/minnesota-live/water-ski-days-in-lake-city-minnesota/?fbclid=IwAR2MiqWHJtei0ZqALRTD3xi7XhvpHuraOSzP36HQiDSzG-6aD6Ve-ScrMIE>
  - **Giveaway items** – promotional items (branded tote bag, water bottle and hand fan) are being distributed via Polk County Sports Marketing (PCSM) to various events, including participants of Basic Skills Clinics and Get on the Water events. Items will also be sent to various water ski events this summer to be used as participant and spectator giveaways.
  - **100<sup>th</sup> Special Edition Magazine** – commemorative issue mailed in late May.
  - **BoatUS Magazine** – A six-page feature story will be published in the July/August issue of BoatUS magazine. BoatUS is owned by Geico. The magazine is sent to 750,000 members. <https://www.boatus.com/expert-advice/expert-advice-archive/2022/july/100-years-of-water-skiing>
  - **Event Signage** – ordered and sent 100th anniversary 3x8 banners to be displayed at various water ski events this summer.
  - **100<sup>th</sup> Anniversary book of member stories in partnership with Publishing Concepts, Inc. (PCI)** – PCI will create a hard cover book made up of member stories tied to the 100<sup>th</sup> anniversary. PCI sells the book (along with a package of other items like t-shirts, sweatshirts, travel bags, etc.), and USA-WSWS gets a small revenue share from each book. But, more importantly, we can access all of the stories/content and use them in other areas such as on the website, in social media and in *The Water Skier* magazine. Postcards and emails are sent to members via PCI. To date, PCI has heard from 900 members and captured 500+ member stories. They have sold 67 packages (some include the book as well as a t-shirt, and/or a hat, and/or a sweatshirt, etc.).

## **Events**

- **U.S Department of Veteran’s Affairs Adaptive Sports Grant Clinics** – Events kicked off in May and run through September. A videographer attended the first event and will put together a recap video.
  - May 14<sup>th</sup> – Tampa, FL /Ann’s Angels – 5 Veterans attended
  - May 23<sup>rd</sup> – San Marcos, TX / Texas Regional Para Sport & San Marcos River Ranch – 16 Veterans attended
  - June 4<sup>th</sup> – Lakeland, FL /Central Florida Show Ski Team – Postponed due to weather; looking at September reschedule
  - June 18<sup>th</sup> – Fredericksburg, VA /Lake of the Woods
  - July 8<sup>th</sup> – Pohick Bay, VA/On the Edge
  - July 16-17th – Oroville, CA /CARDS
  - July 30th – Harmony, NC /ASAP
  - August 6<sup>th</sup> – Columbia, SC /Bud Davis

- August 8<sup>th</sup> – Twin Lakes, WI/H2O Adaptive Sports
- August 8<sup>th</sup> – Perham, MN/Big Pine Lake Water Ski Team
- **Get on the Water Events** – To date, 40 events hosted by 27 clubs across 14 states are offering free, one-day learn to ski clinics from June 3-July 31. USA-WSWS covers the cost of sanctioning and guest membership and provides a \$100 credit toward 2023 club membership for any clubs that host events.
- **Girls, Inc. Learn to Ski Events** – In partnership with Girls, Inc. and funded through a grant from the Women’s Sports Foundation, USA-WSWS will host a series of learn to ski clinics as part of the summer program with Girls, Inc. of Winter Haven and Girls, Inc. of Lakeland. The program is designed to introduce African-American and Hispanic girls between the ages for 8-16 to various sports, including water skiing.

### **Communications**

- **Hit It! Podcast** – Launched earlier this year and now on all podcast platforms, including Apple Podcast.
  - Episode 1 (Scot Ellis) – 436 downloads
  - Episode 2 (Regina Jaquess) – 591 downloads
  - Episode 3 (Marcus Brown) – 329 downloads
  - Episode 4 (Freddy Krueger) – 277 downloads
  - Episode 5 (Anna Gay) – 190 downloads
  - Episode 6 (Sammy Duval Part 1) – 446 downloads
  - Episode 7 (Sammy Duval Part 2) – 176 downloads
- **Website** – To date, totaled 56,000 unique visitors (11,200 per month).
- **Monthly E-newsletters** – Averaging 44% open rate (industry average open rate is 22%).
- **Magazine Archives** – Concluded a project to digitize to PDFs more than 400 older issues of the Water Skier Magazine. Archives will be included in the member dashboard.

### **Sponsorship**

- Total sponsorship revenue as of June 1 is \$173,000 (95% of goal - \$183,000).
- Endemic
  - Continuing to pitch those companies within the Water Sports Industry Association (WSIA).
- Non-Endemic
  - Reached out to list of 75+ spenders in Extreme Sports in addition to more than 50 petroleum/gas companies. Got feedback from HF Sinclair to circle back in August regarding 2023 opportunities.
  - Reached out to RV companies with a specific pitch around AWSA and NSSA Nationals as presenting sponsor of the RV area at both events.

- Other notables that have received partnership information within the last quarter include Herbalife, K Tape, Rock Tape, Land Rover, Rolex, Nulo Pet Foods, Leinenkugel, Barefoot Wine, Hair Cuttery, Great Clips, Sport Clips, Sun Play Sunscreen, Blue Lizard Sunscreen, Banana Boat.

**Compliance / Safe Sport**

- **Safe Sport Compliance**

- As of June 1, a total of **5,153** members (50%) have taken Safe Sport training (SafeSport core training – 4,103; Refresher training – 1,050).

**Social Media**

Social Media Followers	Total	NEW in 2022	As of Jan 1, 2022	YTD Increase
Instagram	12,790	86	12,704	0.68%
Facebook	30,430	1,933	28,497	6.78%
YouTube	1,361	17	1,344	1.26%
LinkedIn	431	31	400	7.75%

**Misc.**

- **Sunshine State Games** – The Action Water Sports/MasterCraft dealership in Polk City, Fla. hosted a Class C/Grassroots slalom tournament on June 11 with 16 participants as part of the [2022 Sunshine State Games](#). This was the first-time water skiing was represented in these annual multi-sport games. The Florida Sports Foundation runs the Sunshine State Games and contributed funds to help offset the cost of operations for the event. We will look to continue this opportunity in 2023 and possibly add cable wakeboard in the future.
  - From Andre Broussard at Action Water Sports – “Thanks for sending this over! We had 5 skiers that competed in an AWSA tournament for the first time.”
- Confirmed the **Inaugural Wake Sports Festival** at the new lake in Auburndale, Fla. from Oct. 13-15, 2022. The multi-discipline event will feature National Championships for U.S. Hydrofoil and the American Kneeboard Association as well as a national team qualifying event for USA Wakeboard. Action Water Sports is the presenting sponsor and will provide the wake boat and gas. Polk County Sports Marketing is also assisting with event logistics and will cover the cost of the event webcast.
- **2023 IWWF World Disabled Water Ski Championships** – The IWWF Executive Board recently approved a bid from the Competitive and Recreational Disabled Skiers (C.A.R.D.S.), endorsed by USA Water Ski & Wake Sports, to host the 2023 IWWF World Disabled Water Ski Championships at Shortline Lake in Elk Grove, Calif. from September 11-17, 2023.

# USA Water Ski & Wake Sports Pricing Chart (2019-2028)

Approved by USA-WSWS BOD on 6-29-22

Subject to Change

Asset	Old Price	2019	2020	2021	**2022	2023	2024	2025	2026	2027	2028
	(2015-18)										
Membership - Active	\$80	\$85	\$85	\$85	\$85	\$90	\$90	\$90	\$90	\$95	\$95
Membership - U25	\$50	\$55	\$55	\$55	\$55	\$60	\$60	\$60	\$60	\$65	\$65
Membership - Grassroots	\$35	\$40	\$40	\$40	\$40	\$45	\$45	\$45	\$45	\$50	\$50
Membership - Supporting/Key	\$19.95	\$19.95	\$19.95	\$20	\$20	\$20	\$20	\$20	\$20	\$25	\$25
Membership - Family (HOH)	\$145	\$175	\$175	\$175	\$175	\$190	\$190	\$190	\$190	\$200	\$200
Membership - Family (Spouse)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Membership - Family (U17)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Membership - Club	\$100	\$100	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$135	\$135
Membership - Guest	\$7	\$7	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10
Camps/Ski Schools	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Sanctioning - Cash Prize	\$325	\$350	\$350	\$350	\$350	\$350	\$350	\$375	\$375	\$375	\$375
Sanctioning - E, L, R, N, T	\$200	\$225	\$225	\$225	\$225	\$225	\$225	\$250	\$250	\$250	\$250
Sanctioning - A	\$175	\$200	\$200	\$200	\$200	\$200	\$200	\$225	\$225	\$225	\$225
Sanctioning - C, W	\$150	\$175	\$175	\$175	\$175	\$175	\$175	\$200	\$200	\$200	\$200
Sanctioning - Q (Kneeboard)	\$50	\$75	\$75	\$75	\$75	\$75	\$75	\$100	\$100	\$100	\$100
Sanctioning - Grassroots	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$50	\$50	\$50	\$50
Sanctioning - Basic Skills	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$40	\$40	\$40	\$40
Sanctioning - Practice	\$0	*\$50	*\$50	*\$50	*\$50	\$50	\$50	\$50	\$50	\$50	\$50
Misc- Club Additional Insured	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Officials Clinic Fees	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10
Coaching - Level 1 (good for 2 yrs)	\$70	\$70	***\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35

\*Approved in 2019 but was not able to impliment in old membership system; Implimented in 2022

\*\*Technology fee of 3% to all membership transactions (covers cost for new membership system)

\*\*\*Used to include background screen; now member does background screen on their own (\$30)

yellow = implimented red= proposed

E,L,R, N, T	Any record capability; ranking list; national tourney
A	Development national tourney (D2, Collegiate)
C, W	Standard local, non record capability
Q	Kneeboard Development
F/GR	Grassroots; Fun Day; beginner