



BOARD OF DIRECTORS CONFERENCE

November 18, 2015

MEETING MINUTES

1. Call to Order President Lally
Meeting called to order at 9:04 am MT

2. Roll Call Kevin Neuendorf
 - a. Present: Eller, Hein, Stone, Behrens, Anderson, Mitchell, Lally, Wray, Delfay, Wigger, English and Weeks
 - b. Absent: Clark, Turner, Willing

3. Old Business
 - a. 2016 Olympic Athlete & Coach Rewards Bob Mitchell
At October BOD meeting, staff was directed to draft a proposal for the 2016 Olympic & Paralympic athlete & Coach performance rewards. Motion made to adopt proposal for coaches/athletes as presented. Gary Anderson seconded. During discussion Joe Hein asks if airgun events (pellets) should be included as a qualifier to receive rewards. Mitchell explained that USA Shooting doesn't currently have a comparable pellet sponsor and therefore no such requirement is needed. Motion carries for implementation of the award system as proposed with no "nays" and no abstentions.

 - b. Outdoor 50m Range Development w/ CMP Bob Mitchell
Last BOD meeting the opportunity with CMP to have a 50m outdoor range at their Talladega complex was discussed. Partial funding was requested of USAS that would include 20 firing points. Dave Johnson continues to work with CMP on the project. CMP has initiated purchase of 30 electronic targets. There is no significant financial commitment necessary at this time from USA Shooting. USAS will use the range on a fee basis. A training event is planned when the targets are installed in early 2016 and we will evaluate the possibility of using that venue for the smallbore Olympic Trials in April.

 - c. Section 10 Update: Blue Ribbon Panel Mitchell/Weekes

Scott Blackmun has appointed Mark Muedeking as chair of Blue Ribbon panel. Other USOC members appointed by Blackmun include Paul George and Dionne Koller. Mitchell has assigned Kae Rader as a USA Shooting representative and Mary Weeks has appointed Jason Turner as athlete representative. Plan is to meet December 14 to work and review bylaws and draft changes accordingly. Mary Weeks comments that it is a very impressive group of people appointed to this Panel and stated, "It's a great step forward".

- d. Advanced Coach Development Program Bob Mitchell
Mike Theimer has been working very hard on this extensive project involving an excellent group of coaches. Program is coming along and, in his opinion, will be better than initially envisioned. Program will use E-path as the learning management system. Prerequisite will be NRA-USAS Level I certification. Structure will include web based courses plus a ground course with practical application where coaches will be required to execute coaching skills. First course roll-out for shotgun set for early 2016. Rifle/Pistol to follow. Taking a little longer than originally planned as much work is being done by volunteers. Program will be a great asset as coaches are the multipliers in bringing more people into the sport. This program will develop highly skilled coaches that will feed into our national coach system

 - e. Hall of Fame Induction & Alumni Reunion Neuendorf/Wigger
Lones reported that plans are materializing. He anticipates much involvement/interaction with Winter Airgun match participants. 128 people confirmed for Hall banquet Does not appear we will have a great reunion turnout with 32 presently committed. Naval Academy rifle coach Bill Kelly will speak to Admiral Lee's induction. Glenn Dubis is the living inductee and has 15 people attending.
4. New Business
- a. Financial Update Karie Wright
Butch had asked Karie to peer into her crystal ball and provide a 2015 year-end forecast. Karie stated she is significantly downgrading here previous forecast noting losses incurred during the fall shotgun selection and IPC world cup. She is now projecting a budget surplus of \$300k-\$400k; still a good year overall. No huge discrepancies but did point out miscellaneous income of \$64k from the shotgun range lead reclamation project. She added there is a shortfall in Resource Development, but nothing we're surprised by. She is working with Dave to reconcile USOC Performance Pool funding allocation. Petty cash is high due to the return of euros from overseas trips.

 - b. Direct Marketing Bob Mitchell

Bob notes that we had a great last three years in direct marketing. He noted that the calendar appeal has been disappointing with a \$50k net shortfall against forecast. We have experienced a much larger number of people reporting they did not receive the calendar. Results possibly hampered by poor mail delivery and we are analyzing. Mitchell is optimistic that we can meet 2015 forecast on a net basis.

- c. Paralympic 2016 Funding & Future Bob Mitchell

Mitchell says there's been a very significant development related to Paralympic funding. When we met in October we did not have our USOC Paralympic allocation. We were conservative and budgeted for the same \$149k funding as 2015. However, the allocation received was only \$100k resulting in a \$49,000 decrease. The USOC response is that they are not raising money in the Paralympic sector and the number of teams performing well continues to increase. Mitchell states that it will be up to BOD to determine if and how we can support the Paralympic effort beyond 2016. USAS will likely have to commit \$100k annually to the program going forward. We are currently just one of four or five NGBs running Paralympic programs. Other NGBs have returned their programs to the USOC. The continued support of Para will be a topic for future discussion that needs to be addressed at the March 12 Board meeting. With five Paralympic quotas earned, three more than in 2012, Bob Foth has done a great job with the program. USA Shooting has used VA grants to help supplement Para funding. However VA grant rules have changed no longer allowing funding for travel.
 - d. American Express Travel Services Karie Wright

Karie notes that we're currently using an American Express Travel Service, rather than the previous travel company (Polk Majestic Travel). American Express is providing better service and has saved about \$9,000 this year.
5. Marketing Update Rob Weekes
- a. Very strong fourth quarter for Marketing. Col. Behrens provided intro to David Trebing and through that relationship a successful fundraiser developed. Another relationship came forth through Trebing's fundraiser that is developing into a new fundraiser in upstate New York for 2016.
 - b. Bob Coyle assisted with introductions at NASGW helping acquire commitments for 13 donation guns for use in auctions. All guns will be engraved by Baron Engraving at no charge.
 - c. USA Shooting hosted three Olympic experience weekends this fall, which included a number of potential donors. Also met a potential new high-end donor in Scott Schiff who has also agreed to host a fundraiser in Rhode Island.

- d. Col. Behrens also introduced Weekes to Susan LaPierre. She and Wayne visited USA Shooting earlier this summer which lead to USAS hosting activities for the Women's Leadership Summit in Colorado Springs. We provided this influential group with a shooting experience at Fort Carson and also at the Shooting Center. Four female athletes participated on a Summit panel discussion. Susan has agreed to provide USAS their mailing list and authorized USAS to solicit gifts from the group.
- e. Getting geared-up for show season. 2015 was a significant learning year. On a net basis most conservation shows break even. We are working to make them into more profitable experiences by increasing our auction activity. A show benefit is the opportunity to meet people who can become gift prospects.
- f. Most of our sponsor contracts expire in 2016. We are and will be working those renewals. Beretta will become our apparel sponsor in 2016 with the sponsorship to be unveiled during SHOT show.

6. Competitions Update

Bob Mitchell

- a. Fall Shotgun Olympic Team Trial
Competition at Tucson Trap and Skeet Club was well attended despite not having a quota in men's trap which is our biggest draw. Arrangement we made with Tucson was not good financially resulting in a \$13K loss. Will continue discussions with Tucson Trap & Skeet to explore alternative hosting arrangements. The club has an excellent venue but has been challenging to work with. Our events at Tucson must be more financially successful.
- b. IPC World Cup
Good event and appreciated by IPC and the athletes. We reduced the entry fee amount from \$400 to \$200 in anticipation of a large turnout for this quota qualifying event. Didn't have the participation forecasted resulting in a loss of approximately \$30,000. Competitions department has done an excellent job relative to revenue at events throughout 2015 except for the last two matches.
- c. Winter Airgun Match
Big match at the Shooting Center. Bringing in an additional 70 electronic targets from CMP and New Mexico that will be set up in the large USOC gymnasium. Over 400 entries to date. Will exceed Pete's forecast for revenue and help offset Fall Selection and IPC world cup losses.

7. Other New Business - Health insurance

Bob Mitchell

Employee health insurance continues to be a challenge. In recent years we have been able to keep increases to a minimum with small decreases in benefits.

Looking at a 15% increase for 2016 renewal. Changing policies will result in a 6-9% increase with a rather significant degradation in benefits. Recommendation is to renew with Rocky Mountain and pay the 15% increase. Monthly premium up to \$11,000. There was no additional discussion.

8. Next Conference Call

Proposed for December 16 at 1pm Mountain Time.

Discussion on dates but settled on December 16 as proposed.

9. Motion to adjourn by Lally, seconded and passed at 9:38 am.