



2/06/2024

Allotted time: 7pm-9pm (EST)

Purpose: USANA Event Strategy

Interim Chair: Ian Adamson

Interim Deputy Chair: Mari Strickland

Interim Treasurer: John Pyne

Attended Online (Zoom Call)

Attendees: Ian Adamson, Mari Strickland, John Pyne, Erin Geotting, Scott Martin, Terry England, Rick DuPont, Jenifer DuPont, Alison Mattern, Karl Buttner, Karsten Williams, RJ Roman, Nate Moore, Jen Miller, Adam Rayl, Bob Clark, Jason Huewe, Paul Woods, Renee Browning, Marisol Riddle

Absent: Daniel Gil, Michelle Freddolino, Karsten Williams,

Meeting brought to order by Mari Strickland 7:03 pm(EST)

VIEW RECORDING - 118 mins (2 mins of highlights)

Budget update @0:00

Sponsorship update

Sponsorship updates included initial commitments from smaller companies and discussions with larger potential partners.

US National updates @ 0:00

The operations committee finalized the US National schedule with two runs allowed for most age groups to increase athlete capacity. Details on age determination based on race day were discussed.



Ninja Master registration system @ 24:40

The Ninja Master registration system was discussed, with Karl confirming it will properly handle different age determinations and allow filtering athletes by country. This system will be key for US National and World Championship registration.

Committee development discussion @ 1:04:24

Chairs discussed plans to establish regular committee meetings, expand membership, and raise awareness of opportunities. The volunteer recruitment subcommittee was proposed under the development committee. Slack onboarding difficulties were raised.

Sponsorship updates and plans @ 1:31:15

Current sponsorship progress and targets were shared, including initial commitments and upcoming meetings. A sponsorship tracking document was mentioned to coordinate efforts. International sponsorship opportunities were brought up

Birmingham World Championships details @ 1:33:52

Birmingham, AL was presented as the location for the inaugural World Championships. Details were given on venue, dates in late September, financial support, and volunteer coordination. Qualification through the US National team was discussed alongside open registration.

Annotations

HIGHLIGHT

1. Ian explains the process for qualifying teams for world championship events through national federations, rather than through commercial events. - WATCH (2 mins)

Meeting adjourned at 9:34 pm.

Action Items



- 1) Website updates to reflect the schedule proposed by operations committee @mari/lan
- 2) Release infographic of US Nationals event @Media/Marketing Committee
- 3) Confirm and publish "decorated/ beautified" copy of final schedule for 2024 US Nationals @Operations Committee
- 4) Continue qualification criteria planning @athlete committee
- 5) Committee Chairs set up regular meetings and advance goals @all committees
- 6) Media/Marketing advertise upcoming events @Karsten
- 7) Confirm backdrop for Anaheim and begin promotion of artwork @lan
- 8) Continue to clarify discussion on Obstacles for anaheim Event @Competitions Committee (Begin thinking about Birmingham course)
- 9) Firm up Sponsors @ Sponsorship committee
- 10) Create a Volunteer recruitment subcommittee @Operations and Development committee.

