



11/28/2023

Allotted time: 7:00pm - 9:00pm

Purpose: USANA Event Strategy

Interim Chair: Ian adamson

Interim Deputy Chair: Mari Strickland

Interim Treasurer: John Pyne

Attended: Zoom Call

Attendees: Ian Adamson, John Pyne, Nate Moore, Scott Martin, Mari Strickland, Erin Goetting, Terry England, Rick DuPont, Jenifer DuPont, Alison Mattern, Amanda Nazareno, Bob Clark, Karl Buttner, Jen Miller,

Meeting brought to order by Mari Strickland 7:04pm

1. John began the discussion with the USANA 2024 Event budget spreadsheet for Anaheim.

- Athlete count based on 2023 WC success.
  - 50% increase for 2024. Projected participants 1,225
- Looking for additional revenue sources and sponsorship opportunities
- Currently USANA has solvent bank account balance
- Began discussion with Nate on new obstacles
- Streaming 10-12 thousand
- Photography quote received, further discussion recommended

2. Registration

- Amanda will take this line item and meet with the registration team to negotiate Bob's proposal for the central payment system.
  - Will have this very specific information to present by the next all Committee meeting.

3. Determining Obstacles for for Nationals

- Similar to Orlando, but not as big and not as expensive



- Nate will conduct conversations in the Slack Competitions Committee channel to start this conversation.
- Committee unanimously voted that the ATS team will own USNC course layout and obstacle construction, to be reviewed and scrutinized by the committee at an appropriate time. (TBD)

#### 4. Qualifying

- Bob referenced his proposal on the Slack Channel
- Rick suggested a vetting process, going through Ninja Master, gyms sign document to show Compliance with USANA
- Ian suggested a roll down list with open registration and a limit. ex: 2000 athletes cut off.
  - Qualified gyms and people by said date.
  - Then open it to all. (If not filled)
- International athletes **will** be able to run the course.
- Rick in conjunction with the Registration team will discuss qualification processes before the next all committee meeting.

#### 5. Team USA

- Ian : Age divisions have nothing to do with National Federations, it's whatever the World organization says will be the age divisions.
- It's uncertain whether all age divisions will be able to compete at the World level event, but we should qualify the younger age divisions. At some point there may be a kids World Champs.
- 5 qualify per category (34 categories) (102 medals)

#### 6. Sponsorship Strategy:

- Scott and John created sponsorship packages and made initial contacts.
- Bob suggested offering specifics, ex: we need shirts for "x" amount.

Meeting adjourned at 9:15 pm

### Action Items

- Insurance Quote from Higginbotham**
- Website Updates**
- Registration team to meet and discuss the central payment system before USANA all-committee meeting December 19th.**



- Qualifying discussion Including registration team modifications; date and time before December 19th, 2023.**
- Create, approve and disseminate criteria for qualification of athletes for gyms and leagues .**
- Create, approve and disseminate rules and competition format for National Championships.**
- Strategize and organize committees to assist with event and Association benefits.**
- Approve new and outstanding additions to the 2024 budget.**
- Next Meeting will be held December 19th, 2023 @7pm (EST)**

