



12/19/2023

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, Mari Strickland, John Pyne, Erin Geotting, Scott Martin, Terry England, Rick DuPont, Jenifer DuPont, Alison Mattern, Karl Buttner, Karsten Williams, RJ Roman, Nate Moore, Amanda Nazareno, Jen Miller, Adam Rayl, Ryan Stratis

Absent: Daniel Gil, Michelle Freddolino, Bob Clark, Jason Huewe, Paul Woods

Meeting brought to order by Mari Strickland 7:04 pm

Key Takeaways

- US Nationals will be held in Anaheim in 2024, expecting around 1200-1250 athletes.
- Budget for US Nationals was reviewed, aiming for \$5k profit through sponsorships.
- Qualifications for US Nationals were discussed - athletes must qualify through national/international leagues or state/regional championships.
- The event will be US Nationals, not a World Cup. International athletes can participate but not win medals.
- Discussed having a US National team for each age category that competes at World Championships.
- Elite age cutoff was discussed, initial thoughts are around 16 years old minimum. More research is needed on the appropriate minimum age.
- Committees are encouraged to meet more independently to drive initiatives forward.

Topics:

US Nationals 2024 Planning



- US Nationals will be held in Anaheim in 2024, expecting around 1200-1250 athletes (up from 800 last year).
- Reviewed budget for the event, targeting around \$5k profit through securing sponsorships.
- Registration revenue is expected to increase with more athletes. Additional costs were budgeted for photography packages, awards, production, etc.
- Collaborating with Ninja Master for customized features, confirming US citizenship, registration software, and scoring.
- Currently have 1030 athlete slots in the schedule, but can adjust wave sizes if needed.

US Nationals Qualifications

- Athletes must qualify through national/international leagues or state/regional championships.
- Seeking support from leagues to support the growth of the community, use proper safety standards, have SafeSport-certified staff, and share athlete qualification data.
- Qualification tracking will be based on name, birthdate, NinjaWorks ID, and whether they met the criteria to qualify.

World Cup or National Event

- Decided not to designate the event as a World Cup to avoid added complexity.
- Will be a US Nationals event, but open to international athletes to participate (not win medals).

US National Teams

- Discussed having a US National team for each age category that would compete at the World Championships.
- Athletes could qualify through performance at US Nationals, but the selection committee can also pick athletes outside of that event if needed.

Elite Age Cutoff

- For US Nationals, the initial plan was 15+ minimum age for the elite category.
- Had a community poll about potential minimum age, most responded favorably to 13 years old based on skill level.



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- For selecting an Olympic team, one needs to consider the emotional readiness of young athletes. Research shows very early specialization can be detrimental.
- Discussed resources like interviews with former Olympians to gather perspectives on appropriate minimum age.
- For the 2024 event, we are open to further discussion.

Committee Organization

- Encouraged committees to meet independently and drive initiatives forward.
- Board meetings can then be more efficient status updates rather than initial discussions.
- Committees should recruit broad representation and tackle topics through pre-work and consensus.

Next Steps:

- Publish initial schedule for 2024 US Nationals
- Continue qualification criteria planning
- Committees to set up regular meetings and advance goals
- Further develop elite age cutoff policy with research
- Website updates as needed (committees, etc)
- Next meeting will be determined after committees establish a regular meeting schedule.
- Tentative all-committee meeting. February 6, 2023 @7pm (EST)

Meeting adjourned at 9:34 pm.