

**USAT Board Meeting:** May 31-June 1, 2002  
Silver Room, OTC  
Colorado Springs, CO

**Presiding:** **Ray Plotecia**

**Present:** **Board Members**  
Ray Plotecia, Jack Weiss, Fred Sommer, Tim Becker,  
Victor Plata, Eric Schwartz, Diane Travis, Valerie Gattis,  
Jim Girand, Karen Buxton, Amanda Pagon

**Executive Director**  
Steve Locke

**Staff**  
Tim Yount, Angela Flannery, Katie Baker, Kristin  
Sullivan, Ally Cox, Gina DeMarco, BJ Evans, Alison  
DeWall

**Committee Chair**  
Brad Davison, AGC

**Regional Federation President**  
Larry Seidman, Rocky Mountain

**Call to Order:** Ray Plotecia called the meeting to order at 8:55 AM.

**Approval of Minutes:** The minutes were approved as corrected.

**ACTION ITEM:** **Karen will adjust the meeting minutes from the last board meeting to reflect that Amanda Pagon was present.**

**Executive Session:** The Executive Board met in session at 9:10 AM.

**Call to Order:** The regular session of the board was resumed at 9:20 AM.

**Reports:**

**Steve Locke**

- USOC President resigned because of falsification of information on resume
- Addition to the USAT office in COS
  - USAT will use USOC value-in-kind
  - USAT will utilize free laborers
  - The addition will be 600 sq feet

- The lot will need to be repaved
- The cost of the entire project will be between \$70,000 and \$105,000

**ACTION ITEM:**

**Steve will get additional bids and will present the final numbers on the cost to build the addition to the office on Monument Street and re-pave the parking lot before the next board meeting.**

**Steve Continued:**

- Xterra
  - Dave Nicholas, director, has allowed athletes to compete in pro waves without a pro card issued from USAT
  - Dave has presented a proposal outlining who can race “pro” for the board to review
- High performance plans are becoming the key for all National Federations and USAT has a model plan that other NF are using as a guideline
- Issues with ITU are requiring all of us to think clearly about what we need to do to mend and cultivate our relationship
  - USAT is hopeful that we can work together with the ITU in resolving issues
- Sanctioning and membership numbers are increasing
  - The current membership (38,000 +) is at its highest point in the history of the sport
  - The staff is doing a great job staying ahead of things

**Ally Cox, Sanctioning**

- There is discussion about the issues revolving around the product program for sanctioning.
- Youth event sponsorship needs to be elevated in importance
- Currently, there are over 500 sanctioned events

**ACTION ITEM:**

**Ally will inform the board of the new sanctions at the next meeting and give comparison numbers between 2001 and 2002**

**Ally Continued:**

- Recruitment piece for officials

- The mailing will be done by USA Direct
- USAT will submit the mailing list and the artwork to USA Direct
- USAT will pay for the postage

**ACTION ITEM:** **Ally will email officials' recruitment piece to the board for review.**

**Special Report:** **Jim Page and Leslie Gamez, members of the USOC**

- USAT's High Performance Plan is the best of all the 45 federations
  - The plan is founded on firm principles
  - The plan has input from coaches
  - It is comprehensive and is a true model for others to emulate
- The Winter Games were very successful
  - The US won 18 medals in new events (events brought on after 1988) and more medals than ever before in the "existing" sports
- At the recent High Performance Plan Conference, the presentation of the USAT's High Performance Plan was made.
  - It was well received because it is coach driven, has an heavy emphasis on athlete performance and has measurements and markers on a yearly level
- USAT receives \$250,000 base funding from the USOC.
- Performance pool funding is based on how well USAT meets markers and measurements defined in the High Performance Plan

**Libby Burrell** presented USAT's High Performance Plan

- See folder for the complete outline

**Reports**

**Continued:**

**Libby Burrell, National Teams Program**

- Overview report (see board packet for complete report):
  - Role of the National Teams Program
  - Vision and mission statement
  - Maximizing performance
  - National Teams program requirements
  - Current information on the National Team
  - Development pipeline
  - Regional athlete development
  - Coaching education and development
  - Resident Team objectives

- Making the Resident Team Program work
- Accessibility of the NTC and the OTC

Leslie Gamez also spoke on the Grid System used by the USOC to evaluate sports – gauged from a scale of –2 to +2. Right now our women are a 2, while the system is a 2. Our men are a 0 while the system is a 2. No changes will be seen with the men until there is an improvement in performance.

### **Resolution #1**

**Subject: Control of the National Teams Program and the High Performance Plan**

**Therefore Be It Resolved, That, the Board endorse Libby Burrell’s control of the National Teams Program, the High Performance Plan, the philosophy, approach and appropriation of funds through the quad, the objective to develop whatever qualification standards necessary to meet the goals of the program. 10 votes were in favor, and Victor Plata abstained.**

**Discussion:** The board discussed the need for clarification of age-group rankings in regard to elite waves. There seems to be some confusion among race directors and participants with this issue.

**ACTION ITEM: Tim Yount will write an article for an upcoming issue of USA Triathlon Times explaining that those age groupers competing in elite amateur waves at events will not be included in the national rankings program.**

**ACTION ITEM: Jack will rewrite Rule 3.2 for the next board meeting. It will include mention of elite amateur waves and Clydesdales and Athena’s competing outside of their respective age groups, subject to the approval of the Commissioner of Officials and Safety and Rules Committee.**

### **Reports**

**Continued: Ric Rosenkranz and Sara Rosenkranz, USAT Development Program (presented by Libby Burrell)**  
(See handout for more details)

- Coaching Education

- Coaching clinics are filling up and CEU courses are being planned
- Athlete Development
  - Time trials are being attached to clinics to seek out talent
  - ITU Development Waves being held for juniors and u/23,
  - Regional brochures are being developed and recruitment is being done
  - Recruitment camps are being held
  - Special projects are being overseen by coaches: EX: School assembly, clinics with races, manuals and classes
  - Several training center activities are taking place
  - The junior triathlon series is in place

**Angela Flannery, Clubs/Regional Federations**

- Regions will handle the championship fee differently than in year's past
  - Race directors will be paid directly by the championship race directors
  - The regions will be given choices of awards they would like to have purchased
- There are currently 154 registered clubs
  - USAT has added expiration dates for their memberships
- The new National Club Commission Chair Matt Pahnke, from Chicago, is in place.
  - He developed a set of initiatives that Angela presented to the board (see board packet for copy)
- The national club committee was also outlined for the board

**Resolution #2**

**Subject: National club committee members**

**Therefore Be It Resolved, that, the Board approve the current national club committee by unanimous vote.**

**ACTION ITEM: Angela will send an email to everyone on the club committee mailing list with a direct link to where the**

**club information is placed on the USAT site. Also, the idea of a simple one page email newsletter sent to all registered clubs will be researched and the final finding of feasibility, support and content will be submitted at the next board meeting.**

**ACTION ITEM: Angela will send out Club-Youth initiatives to the Board.**

**ACTION ITEM: Matt Pahnke and Angela will explore the idea of a national club championship. (Currently there is insufficient nationwide club support for this event. Clubs need to be surveyed to see if the regional programs should be further developed before re-invigorating the national club championship concept.)**

**Comments:** Some of the board members stated that it might not be the best decision for the national club championship scoring system to be applied to the regional club championships. The uniqueness of each of them is important to the regions.

**ACTION ITEM: Matt Pahnke and Angela will survey the clubs regarding the championships being sprint rather than international distance.**

## **Reports**

### **Continued:**

#### **BJ Evans, Communications Director**

- Web page views was provided – Mondays are always higher
- Rankings are being updated every 2 weeks, which has helped to increase the traffic to the site
- Select elite bios for duathlon will be on the site soon
- Bios for triathletes in the top 125 in the ITU Rankings are on the site
- Heavy need to get merchandise program up and running
- BJ will investigate getting the administrative tools for Angela to update club information on the site
- Developed a media folder this year instead of re-doing the media guide
  - BJ is now able to make standardized folders by event

- Events are getting great coverage around the U.S.
- Discussion is underway about bringing in a PR firm to assist USAT with Athens

**Katie Baker, National Teams**

- Finalized Long Course Duathlon Team and Long Course Triathlon Team
- Short Course Duathlon and Triathlon Team to be announced
- Working on 2002 recruitment camps
- Presented figures on points accrued for athletes this year

**Gina Demarco, Sponsorship and Marketing**

Basic Outline from Power Point presentation (See handout for full report):

- Mission of USAT
- Marketing objectives and how it meshes with the mission
- Target markets – athletes and race directors first
- Sources of revenue
- Branding
- Brand building
- Membership and sanctioned events
- Sponsorship
- Objectives, goals and objectives
- Why sponsors choose properties
- Property development
- Licensing
- Merchandising
- Fund raising

**Larry Seidman, Rocky Mountain Region**

- The region is having a problem differentiating between a sanctioned and non-sanctioned event
- Membership has increased in the region
- The race directors in the region continued to be concerned about the \$7 one-day fee
- Larry suggested that it is time to compare USAT's insurance coverage with other federations
- There is concern that race directors are having to pay too much to get officials to events
- The number of duathlons in the region is increasing

**ACTION ITEM: Ally will compare Harbor Insurance vs. USAT's current insurer.**

**Brad Davison, Age Group Commission**

- AGC is re-vamping the terms for serving on the committee
  - The rotation will be half of the committee every other year
- The user fee for TEAM USA
  - A few respondents are concerned about the new fee schedule
- Educational Initiative Committee
  - The EIC involves education for kids, at the elementary, middle school and high school level
  - Involved in PE and after school programs
- Adult Programs
  - First triathlon for entry level athletes; middle of the pack for more advanced concepts of training; born to be a champion, meeting goals and expanding horizons.
- All American Patch Program
  - Patches are ordered and should arrive soon

**ACTION ITEM: Brad Davison and the AGC will conduct research on the state of PE/triathlon as part of a school curriculum.**

**Jack Weiss, The Duathlon Commission**

- Open slots for Long Course Duathlon
  - There is a concern that there is not enough interest to fill the team
  - The TDC will look at going back to qualifiers and adding more athletes based on a percent from the last qualified athlete in the age group
  - Maximum number of athletes added would be three per age group
  - Other options will be explored after the final qualifier
- TDC will have a mid-year meeting at Nationals in Carlsbad, CA.

**Valerie Gattis, Women's Commission**

- Female races are exploding
- Six of the top ten events in the US are female only races

- The WC wants to send representatives to events to help turn one-day licenses to annual members of USAT
- The Women's breakfast will be held at the Triathlon National Championships in ID
- It was suggested USAT produce the total number of events men do versus women (using rankings data)

**Tim Becker, National Coaching Committee**

(See full report with the complete list of accomplishments)

- Tim went through the list of accomplishments
- Tim discussed the proposed rotation of committee members.
- The committee has been pared down to 9 members (from 12)

**Resolution #3**

**Subject: Members of the NCC**

**Therefore Be It Resolved, that, the Board approve the following members of the 2002 National Coaching Committee: Bernhardt, Becker, Friel, Tarpinian, White, Jonas, Sage, Dallam, and Lange. Supported by unanimous vote.**

**Reports**

**Continued:**

**Fred Sommer, Race Directors Commission**

- As of the June meeting, no progress has been made
- A conference call between Ally and Fred is scheduled for the Monday after the board meeting

**ACTION ITEM:**

**Ally will see that the Board receives a report from the Race Directors Commission by June 15 with the goals and timeline for completion of tasks.**

**Fred Sommer, Championship Committee**

- Championship Committee members have nominated their selection for the 2003 and 2004 National Age Group Championship to Shreveport, LA.
  - The strong sentiment was that this was a proven race with a solid Regional Federation to give aid
  - The event will be a completely closed bike course

- The race will be in the fall

#### **Resolution #4**

**Subject: 2003 and 2004 National Triathlon Championship**

**Therefore Be It Resolved, that, the Board accept the nomination of the Championship Committee to have Shreveport as the 2003 and 2004 National Age Group Championship. Supported by unanimous vote.**

**Meeting**

**Adjourned: Ray Plotecia called for adjournment at 5:08 PM**

**June 1, 2002**

**Call to Order:**

Ray Plotecia called the meeting to order at 8:35 AM

**Reports**

**Continued:**

**Tim Yount**

Basic outline (see hand out for complete report):

- Selecting the National Age Group Championship
- Selecting the Worlds Qualifier
- The Plan of Qualifying athletes for nationals Starting in 2004 (which was presented by during the report)

**ACTION ITEM:**

**Ray and Tim Yount will solicit feedback on qualifying athletes for Nationals from AGC, TDC, RDC, & BOD (AGC, TDC define criteria for events).**

- Reflections of events filling to capacity
- Regional Championship awards payment program changed
- National Championships to be selected through 2005
- 2002 Worlds Qualifier taking shape
- Team USA website soon to be unveiled
- Team USA travel website are on line
- USATinfo.com site undergoes changes
- User fee not appearing to be a current hot topic
- New Process for securing team positions receiving support
- Team USA age-up rule receiving support
- Team USA patch program become reality
- All American Program
- Athlete of the Year Program needing definition
- Anti-Doping issues
- Newsletter-possibly an email format
- Community service people doing good work
- USAT is upgrading our cycling rules and sanction information
- Appeals and disciplinary hearing update
- Bill Hauser to offer email newsletter support
- Mechanic certification possibilities
- Conversations with John Raadschelders
- Current ranking system is receiving positive feedback

- Addendum – National Collegiate Championship problems and surveys regarding going electronic

**ACTION ITEM:** **Tim Yount will see that the race director solicitations for the Collegiate national championship will begin in the early fall for the 2003 event.**

**Discussion:** It was brought to the board's attention that 'USAT Certified' is being used on some race advertisements

**ACTION ITEM:** **The National office will look into 'USAT Certified' appearing on race advertisements.**

### **Resolution #5**

**Submitted by:** AAC and USAT Legal Committee  
**Subject:** Rule Revision to Elite License Violations

**Therefore Be It Resolved, that, Section 3.5 of the Competitive Rules be amended as follows (exact placement supported appears below):**

**3.5 Failure to Properly Register and Membership Violations**

- a. **Failure to Register Properly. Any person who participates in any portion of a sanctioned event without first properly registering and paying any required registration fee shall be suspended from membership in USA Triathlon and barred from participation in any sanctioned event for a period of one year. Any second violation of this Section 3.5a shall result in a lifetime suspension or ban from membership in USA Triathlon.**
- b. **Assisting the Failure to Register Properly. Any person who in any way assists another athlete in violating Section 3.5a by providing or selling a race number not properly registered to that athlete shall be suspended from membership in USA triathlon and barred from participating in any sanctioned even for a period of one year. Any second violation of this Section 3.5b shall result in a lifetime suspension or ban from membership in USA Triathlon.**

**Memberships Violations. Any person who registers but participates in one or more events as an athlete without a valid membership license shall be disqualified from the event and may be suspended from membership in USA Triathlon and barred from participating in any sanctioned event for a period not to exceed one year.**

**Resolution #6**

**Submitted by: Eric Schwartz  
Subject: Suspension of elite duathlete, Kenny Souza**

**Now Therefore Be it Resolved, that, the penalty imposed upon Kenny Souza in the Panel Decision is modified as follows:**

- a. There is no change to the retroactive suspension for the date of the Panel Decision on May 18, 2001 retroactive to December 31, 1998.**
- b. The prospective suspension period is reduced to one year from the date of the last violation (March 11, 2001), so that it shall be deemed to have expired effective March 11, 2002.**
- c. The financial penalty requiring that Mr. Souza provide an accounting of all prize money earned, if any, in the 9 events at issue and return all prize money to USAT prior to reinstatement as a member of USAT is modified to require a \$400 fine which must be paid prior to reinstatement; and**
- d. Souza must comply with all other Rules and requirements of USA prior to reinstatement of membership.**

**That, the above penalty shall amend and supersede the penalty imposed by the Panel's Decision in its entirety. Was supported unanimously by the Board.**

**Resolution #7**

**Submitted by: Diane Travis  
Subject: Business Investment Account**

**Now Therefore Be It Resolved, That, The USOF investment portfolio be moved to a safe interest bearing liquid investment account with the bank that offers the highest rate of return. Was approved unanimously.**

### **Resolution #8**

**Submitted by: Diane Travis**  
**Subject: Board Meeting Stipends**

**Now Therefore Be It Resolved, That, in lieu of receiving meal money and other miscellaneous expenses, each Board member will receive \$300 per meeting effective with this May 31 meeting. This Resolution was defeated by a 5-3 vote. Those voting in favor of the resolution were: Tim Becker, Jim Girand and Diane Travis. Those voting in opposition of the resolution were: Valerie Gattis, Karen Buxton, Jack Weiss, Fred Summer, and Mandy Pagon. Those abstaining were Victor Plata and Eric Schwartz.**

**ACTION ITEM: Steve will draft the policy for reimbursement of expenses by board members and committee chairs. In addition, the actual reimbursement forms need to be forwarded to each board member. Steve will also research what other NF's currently do in this area.**

### **Resolution #9**

**Submitted by: Ray Plotecia**  
**Subject: USAT Representation at all Team USA qualifying races**

**Now Therefore Be It Resolved, That, USAT send a representative to coordinate membership sign-up, Team USA sign-up and USAT awards distribution to all Team USA qualifying races excluding Long Distance Triathlon. Supported by unanimous vote. Note: The first vote excluded Long Distance Triathlon. Once amended, the aforementioned part was added and again approved by unanimous vote.**

## **Resolution #10**

**Submitted by:** Tim Becker  
**Subject:** Formation of a Regional Federation Commission

**Now Therefore Be It Resolved, That, USA Triathlon establish a Regional Federation commission to provide the infrastructure of communication and growth in a focused direction. The committee members will elect the committee chair to represent them at the National Board meeting. It will not carry a budget impact in 2002. The board approved this unanimously.**

**ACTION ITEM:** Brad Davison will see that a Regional Federation Commission (comprised of RF Presidents and a committee chair who may or may not be a RF President) forwards their roster of members to the Board. They will also develop goals, missions, directives, etc, for presentation at the next face-to-face meeting this fall.

**ACTION ITEM:** Fred will run Code of Ethics by Legal Committee for input/comment and the BOD will discuss in 3 or 4 weeks.

## **Resolution #11**

**Now Therefore Be It Resolved, that, the Board support the reinstatement the provision in the By-Laws that reference the Standing Audit and Finance Committee. This was approved unanimously.**

**Reports Continued:** Alison DeWall, Athlete Advisory Council Committee

- 2002 World Championship Qualification Criteria Draft was presented (see hand out for complete report)

**ACTION ITEM:** Alison DeWall will let the AAC know that they need to change the “wildcard” language

**currently referenced in the 2002 World Championship Qualifying Criteria draft and other “language” for presentation to the Board at its next meeting this fall.**

- New York Nationals
  - Athletes are still worried about the swim due to the problems with last year’s race
- 2003 National Team Criteria
- Elite Athlete List serve using Yahoo
- Collegiate nationals

**ACTION ITEM: Alison DeWall will present a new resolution at the next board meeting about elites/pros competing in the national collegiate championship**

**Discussion:** Board members reminded the AAC to continue keeping Nick Radkewich involved with issues, as he is the AAC advocate to the USOC. Comment was that Nick only wanted to be involved in a few major issues so doesn’t respond to most of the emails. The AAC recognizes the need to have the AAC, AAC Advocate to the USOC, and Board Athlete Reps in a tight communication loop. Communication is much better.

**ACTION ITEM: Alison DeWall will work with Tom Z to draft an RFP, modeled after that which has been done for the Age Group Nationals and Worlds Qualifier, for the National Pro/Elite Championship for both triathlon and duathlon. This approved document needs to be sent to the various sports commissions and conventions and visitors bureaus that we have on our current mailing list.**

**ACTION ITEM: Mike Smedley will look into the possibility of a long course triathlon to serve as the USAT National Elite Long Course Championship in the near future. Solicitations need to be made of the current sanctioned long distance events.**

**Discussion:** It was noted that the Jimmy Britton Tall Texan Tri situation was not sending prizes to the deserving athletes. The national office has dealt with the problem and fulfillment has been done.

**ACTION ITEM: Steve will contact Marilyn Franzen, race director of the Lifetime Fitness Triathlon, to discuss the prize money payment schedule in this race, which violates USAT “equal for each gender” rules.**

**ACTION ITEM: Diane Travis and Carol Whipple will forward invoices from the duathlon world long course championship last year in Denmark, showing expenditures of \$700 each to Steve Locke for reimbursement.**

**Jim Girand, Marketing**

(See written report on page 72)

- Jim discussed the objectives of this marketing plan framework and value proposition
- He also stated the strategic initiatives – framework and organizations to target
- USAT should try and establish a cost for our marketing plan – should spend no more than .25 per marketing dollar raised
- LLS, Arthritis Foundation and Susan B. Koman Foundation might be good targets for this program in cities around the U.S.
- Jim requested funding to offset travel to various cities to meet with corporate executives for various charities

**ACTION ITEM: Jim Girand will present an update at the next board meeting on his in-depth marketing strategy.**

**Diane Travis, Financial**

- Budget figures are now shown in the months where expenses are expected to occur
- USAT was hit hard on the front end with insurance expenses
- USAT is not showing profitability yet this year, but should come late summer and fall
- USAT needs to watch bad debt closely

**ACTION ITEM: Ray will discuss with David Backer the preparation of a resolution that will allow for the changes to be made with the official definition of “elite” within USAT’s governance structure as it relates to committee representation and voting.**

**Resolution #12**

**Subject: Elite athlete definition as related to committees**

**Now Therefore Be it Resolved, That, the Legal Committee prepare the resolution that allows for changes in the elite athlete definition as it relates to designated committees, non-designated committees and those elites who are eligible to vote for Athlete Directors on the Board.**

**That, the Legal Committee has this ready for presentation at the next board of director’s meeting, written as it will be placed in the By-Laws of the organization.**

**ACTION ITEM: Ray and Steve will head a panel to further investigate the Xterra Series. The analysis will include but not be limited to issues of compliance with the USAT rules. The panel will be comprised of an AAC Rep, AGC Rep, Wes Hobson and Jimmy Riccitello. Their findings will be forwarded to the Board for presentation at the next meeting.**

**Discussion:**

The group discussed several issues regarding USAT’s relationship with the ITU.

Points mentioned were:

1. USAT has supported the sanctioning of a large money event that takes place on the same day as a World Cup Event in Canada.
2. USAT is not securing enough World Cups and World Point race in the U.S.

3. Officiating – USAT is not getting enough officials involved with ITU Events – must add the requirements of officiating ITU races as part of program of certifying officials for USAT events.

Libby mentioned that USAT needs to get a short description about draft legal racing in the next issue of the USAT rulebook. She also suggested having someone from ITU come down and do a presentation to the USAT officials' coordinators at its next face-to-face meeting or have Joyce do a meeting to the same group.

**ACTION ITEM: Ray and Steve will produce a timeline of World Cup and Point Races for the 2003 and 2004 seasons to submit to ITU for approval and placement on the schedule.**

**ACTION ITEM: Steve, with full agreement by the Board, will look into developing a solidarity program with ITU that has the support of USOC funding.**

**Meeting**

**Adjourned:** Ray called for adjournment at 4:35 PM

Signed:

\_\_\_\_\_ **Ray Plotecia, President**

\_\_\_\_\_ **Karen Buxton, Secretary General**

Minutes Submitted by: Karen Buxton 7/8/02

