

PRESIDENT REPORT
USATF BOARD MEETING
LINCOLN, NE
April 9, 2017

Since the last Board meeting a lot of the President's energy has been in getting things on track with the changes coming out of the USATF national office. The chairs of those groups have been busy as well assisting us to come into compliance. Many of these updates/changes are consistent with the shift to become more efficient electronically. Something I have been talking about since this board took office, continuing review of By-Laws, position description for staff, chairs and officers, budgets and more documentation and financial controls and others. For example, instead of officials continuing to be on a separate system requiring duplications with updates, etc. that is all now part of the USATF Association Management Area.

Let me be clear on this as many of these changes were work in progress and does not mean the previous officers and chairs had not done their jobs. This new board is putting safe guards and place holders to ensure we do not miss deadlines and get the most for the athletes and members of Nebraska.

Those unable to attend will have their reports as part of this meeting. Thanks to those who followed up on my request to become Certified Official Apprentices...we still could use more (I committed for 2017 to pay or reimburse these new officials their 2017 fees and to get them a Nebraska Certified Official Apprentice shirt to wear at the meets.)

Finally, as the outdoor track season begin I am going to lean on all of us to become more cooperative and supportive....understand and assist others in preparation and execution of 2017 track and field. **REMEMBER YOU DO THIS FOR THE LOVE OF THE SPORT**....so you understand it means our SPORT which includes Youth, Open and Masters, LDR, Racewalk, Cross Country, Officials, Coaches, Administrators, parents and volunteers.

THANK YOU ALL FOR WHAT YOU DO FOR TRACK AND FIELD IN NEBRASKA. I remain available to assist in anyway.

Rubin Carter
402-203-9190



Leave a message if I am unable to answer right away

Transaction - Year to Date
1/1/2017 through 4/8/2017

Date	Num	Description	Memo	Category	Clr	Amount
BALANCE 12/31/2016						
1/16/2017	1277	D. C. Center	Youth Awards Banquet final pay...	16 Youth	R	44,745.71
1/30/2017	1278	TammyRa Jackson	Reimbursement (Cookies) Award...	16 Youth	R	-2,060.93
1/30/2017	1279	Dusty Jonas	Milage (speaking) Awards Banquet	16 Youth	R	-100.94
1/31/2017	TXFR	USATF Nebraska As...	Omaha Bank Close Transfer	16 Associat...	R	-56.18
1/31/2017	DEP	Jonathan Fixley	Payment to Awards Banquet	16 Youth	R	8,028.34
1/31/2017	DEP	USA Track & Field	Annual Convention Association ...	16 Associat...	R	40.00
1/31/2017	DEP	Eventbrite	Awards Banquet Proceeds 2nd h...	16 Youth	R	817.72
2/1/2017	DEP	Eventbrite	Awards Banquet Proceeds 1st half	16 Youth	R	2,187.38
2/13/2017	DEP	Eventbrite	Awards Banquet Proceeds third c...	16 Youth	R	821.88
2/13/2017	DEP	Lincoln Track Club	17 Road Race Sanction Fees	17 Associat...	R	665.74
2/13/2017	DEP	Cindy Desantiago	17 Membership USATF	17 Associat...	R	2,366.25
2/13/2017	1281	BankCard Processing ...	Credit Card Payment (Cindy)	17 Associat...	R	30.00
2/26/2017	1282	Darwin Gushard	Youth Banquet Expenses	16 Youth	R	-1,506.01
3/3/2017	1283	Awards Unlimited	2016 Youth Awards	16 Youth	R	-670.74
3/6/2017	1284	Nebraska Run Guru ...	Timing Cross Country 2016	16 Youth	R	-1,802.33
1/1/2017 - 4/8/2017						
BALANCE 4/8/2017						8,660.18

BALANCE 4/8/2017

53,405.89

TOTAL INFLOWS 14,957.31

TOTAL OUTFLOWS -6,297.13

NET TOTAL 8,660.18

LDR Report 4/8/2017

Prepared by Colin Morrissey

-The Championships are posted online under LDR Schedule

- Submitted sanctioning forms to Keith and Cindy for Columbus Downtown run around 5 mile, Arrows to Aerospace mile, and GOATZ 50K trail championships. Still waiting to see if these are sanctioned yet

- Will L months ago said he would look into having a track meet on 5-27 to get people qualified for USATF track nationals. I'm doubting this ever made fruition. I will ask him tomorrow if it did. Otherwise I will send in a sanction form and organize a "track meet" myself for 5-27 likely to be held at Millard South. I realize in will need to submit a sanctioning form like ASAP if I do this as there is a late fee if in later than 1 month prior. With this being said I have no idea how to reach out to people nor do I know if they exists to do other events at a track meet besides a 1500 and 5K on the track. So to call this a "track meet" for accreditation may be a farce.

- Still in search of a certified 5K road race to call a championship

- I don't have a budget because I don't know what our association budget is. Typically most of our budget was reserve for prize money for championship races. Do we need this ... no. Is it a motivator for participation ... no. Can our association find better uses for money ... likely.

-The only budget there is would be \$1,000 for scholarship \$500 for male and \$500 female

- Sanctioning events for championships could be part of a budget. Were having all these championships for accreditation purposes.

- Suzie presented to me that Robyn Gonzales is willing to volunteer some time towards marketing USATF

Results from USATF ROAD 8K TEAM CHAMPIONSHIPS Chicago Shamrock shuffle

LRC Racing:

Women's Team 9th OA

Hayley Sutter, 28:45- 4th AG, 22 F, 216 OA

Michelle Paxton, 29:37- 3rd AG, 46F

Bridget Easeley, 30:12- 7th AG, 63F

Jessa Sughroue, 30:34- 22nd AG

Men's Team 11th OA

Johnny Rutford, 24:30- 14th AG, 27th OA

Nolan Zimmer, 25:20-16th AG, 61st OA

Ryan Dostal, 25:26- 65 OA

Tim Meyer, 25:41- 2nd AG, 78th OA

Tom Nichols, 26:09

Connor Bohlken, 27:06

Zach Brown, 27:58

Team Nebraska:

Womens Team 16th OA

Shannon Marie Mauser-Suing 29:14

Kira Vincent Belzer 30:31

Kayte Partch 30:36

Breelan Kear 30:42

Jen Freeman 32:20

Taylor Johnson 33:19

Mens Team 12 OA

Colin Morrissey 24:41

Peter Falcon 25:00

Cory Logsdon 25:01

Josiah Belzer 26:25

Pierce Tallichet 27:01

Jeff Yao 27:15

Samuel Kohli 27:45

Benjamin Engleman 30:12

Key things to note from USATF club 8K road championships:

- After further research by myself it was found that my very own team and teammates didn't possess a USATF membership yet were competing as a championship team
- The only people on Team Nebraska whom had the membership were Cory, Jen, and I
- Upon even further research I looked up everyone on Team Nebraska and found that only 8 of 40 some guys had memberships and results were similar for women
- I'm not on Team Nebraska's board, but I have brought this to the attention of Cory whom is on Team Nebraska's board and I play on bringing this up to Kelly C whom is the president of our club
- I believe a large majority if not all LRC racing athletes have USATF membership
- This is an example of what paints the scene of marketing USATF to "open" and "masters" athletes
 - If some of Nebraska's more serious athletes aren't serious enough to get a USATF membership, then why would we think anyone else would be.
 - USATF membership apparently doesn't have a strong enough value offering
 - How would one increase this value offering?
 - USATF's current value offering to these group of people is only one of mandatory membership to compete as a team at "nationals".
 - "open" and "masters" athletes have plenty of substitutes in ways they can compete without membership. Youth on the other hand has little to no substitutes in the market for competitive opportunities and youth offers a service, which increases its value offering to the USATF "consumer". It is quite reasonable using this analysis of value offerings to make a judgement call as to why there are more USATF youth memberships and not as many "open" and "masters". There is almost no value currently being offered to this segment.
 - Lastly, I have been pushing Team Nebraska leadership and LRC racing leadership to combine teams to increase regional and national prowess. Combining teams would also result in increased efficiencies.



«NAME», «TITLE»
 «EDUCATIONAL_INSTITUTION»
 «ADDRESS»
 «CITY», «STATE» «ZIP_CODE»

Hello!

We're launching a vibrant Masters Track and Field program for residents of Nebraska, and we're requesting your help. With the IAAF Diamond League as our template, the aim of the *Nebraska Masters Track and Field League* (NMTFL) is to enhance the statewide appeal of track and field for "masters" athletes thirty-(30) years of age and older! Our events will also be available to "open" division athletes, ages 19 to 29 years of age. All competitions feature five-year age groups of running, jumping and throwing events. Our events will be sanctioned by USATF, which includes insurance.

Beginning with the 2017 and 2018 outdoor season, our objective is to schedule a series of meets across the entire state, beginning in western Nebraska and culminating in the First Annual NMTFL Outdoor Championship at the Cornhusker State Games next July 2017. To achieve our objective we need your help. As *proposed* below, we'd like to schedule a mini or full meet at your track and field facility. Also, please let me know if a fee is required for use of your facility.

PROPOSED OUTDOOR 2017*	CONTESTED EVENTS	PROPOSED INDOOR 2018																																
<ul style="list-style-type: none"> ■ Scottsbluff or Chadron (June 3, 2017) ■ North Platte (June 17, 2017) ■ Kearney (July 1, 2017) ■ Grand Island or Hastings (July 8, 2017) ■ Omaha (July 15, 2017) ■ Lincoln (Cornhusker State Games) / NMTFL Outdoor League Championship (July 22, 2017) 	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ADD8E6;">OPTION A</th> <th style="background-color: #FF9800;">OPTION B</th> </tr> <tr> <th style="text-align: center;">Mini Meet</th> <th style="text-align: center;">Full Meet</th> </tr> </thead> <tbody> <tr> <td><u>Sprints</u></td> <td><u>Sprints</u></td> </tr> <tr> <td>100m</td> <td>100m</td> </tr> <tr> <td>200m</td> <td>200m</td> </tr> <tr> <td></td> <td>400m</td> </tr> <tr> <td><u>Distance</u></td> <td><u>Distance</u></td> </tr> <tr> <td>800m</td> <td>800m</td> </tr> <tr> <td>1500m</td> <td>1500m</td> </tr> <tr> <td></td> <td>5000m</td> </tr> <tr> <td><u>Field Events</u></td> <td><u>Field Events</u></td> </tr> <tr> <td>Long Jump</td> <td>Long Jump</td> </tr> <tr> <td>Javelin</td> <td>High Jump</td> </tr> <tr> <td>Shot Put</td> <td>Discus</td> </tr> <tr> <td></td> <td>Javelin</td> </tr> <tr> <td></td> <td>Shot Put</td> </tr> </tbody> </table>	OPTION A	OPTION B	Mini Meet	Full Meet	<u>Sprints</u>	<u>Sprints</u>	100m	100m	200m	200m		400m	<u>Distance</u>	<u>Distance</u>	800m	800m	1500m	1500m		5000m	<u>Field Events</u>	<u>Field Events</u>	Long Jump	Long Jump	Javelin	High Jump	Shot Put	Discus		Javelin		Shot Put	<ul style="list-style-type: none"> ■ Chadron State College (Chadron, NE) Saturday, December 16, 2017 ■ Midlands University (Fremont, NE) Saturday, January 6, 2018 ■ Concordia (Seward, NE) Saturday, February 10, 2018 ■ University of Nebraska (Lincoln, NE / Devaney) Saturday, February 24, 2018 NMTFL Indoor League Championship
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* Please propose dates for 2018																																		

Plus, we're forming competitive teams to represent USATF Nebraska Masters Track at national competitions, including:

- State Games of America
- USATF Masters Indoor Championship
- National Senior Games
- USATF Masters Outdoor Championship
- Huntsman World Games

Again, we need your help! Please expect my call, or feel free to give me a call at 402-418-8424.

Trip Reynolds
 USATF Nebraska, Masters Track & Field Chair
 P. O. Box 412
 Crete, Nebraska 68333

MASTERS TRACK AND FIELD

REPORT: APRIL 9, 2017

1. To promote a fully-functioning division for Nebraska Masters USATF
 - **COMMUNICATIONS** - With approval of the FIRST meet, all Nebraska print and broadcast (radio and television) media will be contacted for over-the-air / in-studio interviews
 - **MEDIA RELATIONS** - Create and launch a marketing campaign - PSAs for radio, television, YouTube, social media; proprietary content at nebraskausatf.org AND nebraskatrackofficials.org; email campaign; team jerseys and singlets, etc.
 - Request local media in Grand Island to be the local media sponsors, and request co-sponsorship of the event from the Nebraska Sports Council.

2. To secure sponsorship to marketing partner(s) for local, regional and national participation (*i.e., reciprocal program support, icons with links on web sites*)
 - Coordinate with Nebraska Sports Council [*Cross-promote CSG / Pending*]
 - Coordinate with Wellcom [*To Be Determined*]
 - Coordinate with DHHS [*To Be Determined*]
 - Sandhills Publishing [*To Be Determined*]
 - **FEES** - two-for-one entry;
 - **SPONSOR INCENTIVE** - corporate challenges;
 - **SPONSOR CHALLENGE** - (radio station personalities vs. television station personalities, etc.);
 - **HEALTH PROVIDER CHALLENGE** – Prompt health and fitness professionals to lead by example through competition against their peers;
 - **VENDOR CHALLENGE** - The First Annual "Nike vs. Adidas vs. Under Armor challenge (I'll contact Nike, Adidas, and Under Armor to solicit their participation)
 - Pursue a dedicated sponsor for T-Shirts or running singlets for 2018 / 2019.
 - State Games of America
 - National Senior Games
 - Huntsman World Games
 - USATF Masters Indoor Championship
 - USATF Masters Outdoor Championship

3. Nebraska Masters T&F League (NMTFL) (*i.e., IAAF Diamond League*)
 - Outdoor 2017
 - Scottsbluff [*No response*]
 - North Platte [*No response*]
 - Kearney (Nebraska Senior Games) [*No response*]
 - Grand Island [*Yes; reserved for Saturday, July 8, 2017, Memorial Stadium*]
 - Omaha [*No response*]
 - Lincoln (Cornhusker State Games) / **League Championship** [*No*]

 - Indoor 2018
 - Chadron State College (Chadron, NE) [*No response*]
 - Midlands College (Fremont, NE) [*No response*]
 - Concordia (Seward, NE) [*No*]
 - University of Nebraska (Lincoln, NE / Devaney) / **League Championship** [*To Be Determined*]

I will have the date set for the state association championship by May 7th. I am waiting to hear back from potential local racewalk officials to see which date works better. It will either be in Aug or in Sept.

There has been concerns raised about bullying during youth racewalk events. I would like to have more coaches on the field and facts about Racewalk read over the loud speakers during the event to help bring understanding to the event and help raise awareness and hopefully curb some of the insensitive comments that are heard during the event.

There will be a youth racewalk clinic during the LYTC meet May 13th that will be held during the time the 80, 110 hurdles and 100m prelims are being contested on the east side of the track.

Erica Sousek