

2017 Associations Workshop

The 2017 Associations Workshop opened with a greeting from Desiree Freeman and was followed up with a presentation from Greg Mohl regarding Accreditations. This presentation provided a historical basis of Associations and the accreditation process.

There was a brief discussion of the topic point regarding the Association High School-College Outreach Initiative that was held in 7 states. This initiative basically created a physical presence at state and collegiate meets held in these seven states. USATF tents and banners were provided by the national office. High profile athletes, such as former Olympians manned the booths and giveaways were handed out (tattoos and plastic wristbands). The Initiative will not continue being funded by the national office as they did not believe they seen a cost benefit in the venture, however, it was the belief of the people attending this workshop that very little gain is ever seen in the first year. *[I found this very interesting as our association is in the plans of doing this type of promotion this year at the Nebraska State High School Championship this next year.]*

Marketing kits will be made available again this year. The National office will provide a \$500 Association allowance to be used to “purchase” marketing items such as tents, banners, flags, and giveaway items. These items should be used to create a physical presence and garner new memberships. The portal will not be open until later this month.

A refresher was given by Luke Femreite about using the ARC system in Google and keeping the document updated. This Google document tells the National office who holds what position within the association and what access they should have to information. This information does NOT update the National Office website, so if there is changes that need to be made on another page, that needs to be sent via email to the webmaster’s attention.

Branding and Logo use was addressed by Chelsey Schmenk. It was said, and we all know, that USATF is very protective of their brand and the use of their logos. There are very specific guidelines of how and when the logos can be used. The general rule is that if an association is spending money to have something created using the USATF logo, prior approval **must** be given by the national office, specifically, Chelsey Schmenk. There is a form online in the Associations Management area that can be filled out to ease the approval process.

National Office Chief Financial Officer, Sara Reese, addressed the audience about keeping our Treasuries safe. Topics covered were financial documents and financial statements and knowing your assets, liabilities, equity. Revenue and expenditure trails, do you have paperwork to track the trends? Where is your money going? Understanding a cash flow statement and how to manage your cash. This cash flow statement could be simply a bank statement that is presented on a monthly basis (or quarterly). Do you have an audit report done annually? *(Word is that this will become mandatory for all associations in the near future.)* Everyone should remember that the report is not personal. The numbers tell the stories, not the people. Interesting enough, the Form 990 was mentioned as well as W9’s, 1099’s and receipts to donors, which includes written acknowledgement of gifts and donations. This would include gifts given by the association to others for services rendered. 1099’s **MUST** be issued if an aggregate amount of \$600 or more is given within the calendar year. *[For Nebraska, this would include Chair persons who are paid for their duties (Cindy/Darwin), youth club’s working the annual meet that exceed \$600 as an entity (or any individual working alone), or a delegate who does not submit receipts for the amount expended to them for travel to the annual meeting].* Asset protection was

covered, both physical as well as financial assets. Segregation of duties, proper authorizations and approval processes, accurate reporting, physical security of all assets, early detection and prevention. What's in your bylaws? What processes and procedures do you have for handling assets?

Scott Erwin presented briefly about what to do if a grievance is filed in your association. Before you do anything, an association MUST put into place a grievance panel. Having one in place prior to actually having a grievance resolves many issues, but specifically the response time issue, where investigations need to be concluded within 45 days. An association should make sure that there is a "Conflict of Interest policy" in place. *[Associations walk fine lines where their president sits in a regional position and/or holds a national position (or all three positions at once) when where votes are taken.]* Once the investigation has been completed, the documentation should be sent back to the national office.

Run Jump Throw (RJT) Robin Beeman gave a brief overview of RJT and the two different types of events that can be sanctioned. The first is a 1-Day event, the other is 6-Week program. One day events are usually put on by the National Office in championship cities or with a community initiative. (Like Omaha or Lincoln Public schools asking them to come in to help put on the program). These events include USATF Staff, elite athletes and alumni). It has been identified that where RJT's have been held, track and field programs are created through schools or clubs and USATF membership increases. These are excellent opportunities for the Association to reach out and become involved with local communities. 6 Week events receive access to curriculum materials and instructions. The program can be modified for many different levels (age, ability, accessibility). These are usually done through school districts by the physical educators. Associations would be made aware that these activities are going on within school districts so that they can assist if needed. Additional information can be obtained through Runjumpthrow.usatf.org

Breakouts for specific positions – Secretaries discussed whether "volunteers on the board" should be paid for their activities performed their tasks. It appears are not paid, excluding two positions, membership chairs (because of age verification) and webmasters (because of all the maintenance with the website.) It is the thought that if people are working outside of the boundaries of the regular meeting, their time should be compensated. These people sign contracts or have very specific guidelines of what their duties include and IRS Form 1099's are issued to these people. *[Nebraska does pay our membership chair and our webmaster, however, historically we have not issued 1099's. We have asked for job duties from both positions, and will be issuing 1099's for the 2017 year.]*

In the Mid-America breakout held later in the meeting, Greg Christ, from Lincoln Youth Track Club was awarded the Mid-American Volunteer of the year and received a \$50.00 gift certificate from the USATF store.

Report submitted by Suzie Pierce, Nebraska Association Secretary