

USTSA BOD Conference Call Minutes  
July 2, 2012

Present: Russ Hobbs-President, Ken Gay-Events Director, Al Rosenthal-Treasurer, Ty Upson – Coach,  
Linda Hobbs, Tommy Gogolen

Absent: Eric Lamb, Josh Lanzetta

1. Minutes of 5/3/12 and 5/24/12 were approved
2. Flylow Uniform Sponsorship proposal - Attached
  - a. Concerns that were expressed were:
    - i. Can we get this done for this season (meet the July 15 order date or can date be extended)
    - ii. Looking for a long term sponsorship. Ideally with matching pants for men and women with zips long enough to allow removal over boots
    - iii. Need to ensure the total out of pocket cost of uniforms, transfers and shipping is not greater than the total participation fee (\$4500) we anticipate collecting. Suggestion is to drop the soft shell and let that be optional for each racer.
    - iv. Ken, Al and Ty would like to see and touch the product. Tommy will send a jacket to Ken tomorrow, overnight mail.
  - b. Agreed we need to have further discussion with Flylow. Following are the questions Russ drafted for he and/or Tommy to work through with Flylow:
    - i. Confirm it is OK to drop the purchased softshell for B & D team members. If we dropped the paid team members, would they still offer it for the A team? We would probably offer it to B& D as an optional paid item if the A team was going to get it.
    - ii. How would the sizing work in we wanted the women to wear the red magnum pant so that the uniforms were matching? Is XS the smallest or do they have XXS available? As an alternative, would the Belladonna pant work for the women to take off with their boots on? If we can offer a pant that can zip off, I think it will be much more functional for the women.
    - iii. We may choose to buy 7 more jackets for the Regional team. Uncertain on the style, but that would be additional revenue coming from this program. Maybe do the Iceman or the Quantum in red?
    - iv. Do they have a size chart? We could not find one on the web site.
    - v. We are meeting again on 7/10 and may need a little more time to get the order figured out. Is 7/15 a hard cut off for the actual order details or can we get more time if we can commit that we are going to partner with FlyLow
    - vi. We are very interested in a long term relationship and so want to make our decision not just on the current offering. Our long term questions include:
      - a. We would like to see a bright color in the jacket (matching men & women) and then a black pant with full length zippers? In the long run, we think this will be more appealing to the racers and provide more recognition on the slopes
      - b. We would not be buying for the full team every year. We would still stick with our every other year large buy with fill ins the alternate

years. That means we need to be able to duplicate the uniform kit for 2 years.

- c. Agreed to meet again next Monday, July 10 and communicate via email in the meantime regarding this information.
  - d. Russ will contact Eric Lamb to discuss relationship with Karbon
3. Team
- a. Charlie Dresen requested more time to make team decision
    - i. BOD will provide some more time for Charlie to make his decision. Will try to determine Nationals Location in next week or two. Can issue a press release announcing team, without Charlie, hope to have a decision by time we order uniforms, mid July
  - b. Unanimous approval to invite Sara Godak to join the Regional Team.
4. Next Call will be July 10 to finalize uniform sponsor for 2012 and to finish up the following agenda items not addressed at this meeting:
- a. Uniform Sponsorship (30 minutes)
  - b. US Race Schedule (15 minutes)
    - i. Nationals
    - ii. Other
  - c. Strategic Plan status(5 minutes)
  - d. Schedule Team Call (5 minutes)