United States Association of Blind Athletes  
Board of Directors Tele-Conference Call  
Sunday, June 16, 2013 at 7:00pm Eastern Time

I. Bushland called to order the meeting at 7:05pm EDT

II. Roll Call  
Present: Dave Bushland, Tracie Foster, Lauren Lieberman, Dave Reiff, Oral Miller, Gary Remensnyder, Michael Bina, Chris Jordon, and Trischa Zorn-Hudson  
Absent: Jim Mastro and Michael Elliott  
Staff Present: Mark Lucas

III. President’s Welcome /Overview of Agenda  
Bushland welcomed and thanked Board members for supporting him since taking the role of President of USABA. He suggested that the Board use the Meeting as a launch point to strategize the direction of the Board for the next three months. Also, Bushland would like to have the Board think about the Board Elections and possibly have the potential Board member serve on a Committee first to see how truly committed they are to the organization. Dr. Bina agreed with Bushland’s suggestion regarding potential Board Members.

Bushland briefed the Board on the annual markers of the Executive Director which are in alignment with the strategic plan including revenue generation, outreach & sports programming, goalball development and education.

Finally, Bushland informed the Board that he and Lucas have been having weekly phone calls that have been very helpful in keeping the lines of communications open.

IV. Approval of Minutes  
Motion to approve the Board of Directors minutes from March 24, 2013 made by Dr. Bina and seconded by Reiff. There being no objections, the minutes from the March 24, 2013 were APPROVED unanimously by the Board.

V. Executive Director’s Report: Lucas  
Lucas reported to the Board the 2013-2016 USABA LONG-TERM GOALS which will measure staff success and to drive the Board forward. The four Goals Include:
GOAL 1: REVENUE GENERATION:

Annually generate a minimum of 1 million dollars in revenue. In 2012, $1.6 million dollars were generated and 15k was added to investments to date in 2013.

Each year try and recruit two new Board members who will assist staff in generating 10-50K new dollars annually. Board and staff to identify qualified individuals and elect to board.

Lucas informed the Board that Jordan has vetted the following possible Board candidates: Betsy Gibson from Verizon, Paul Boyer from Finops Solutions, Inc. and Danelle Umstead, Paralympic Skier. Nominating Committee to recommend potential candidates and discuss at June 16 board meeting.

Add a minimum of 20K to the endowment fund. Implement Planned Giving program that generates at least one bequest annually.

Through staff and board relationships, each year contact 25 individuals to ask to include USABA in will. To date, Lucas has sent 7 personalized letters and has called each of the 7 individuals. Lucas requested each Board member consider putting USABA in their will and has asked one person to include USABA in their will.

This will be done through the Direct Mail Campaign which generates additional 15-20K annually. Effectively manage current donor list and annually add at least 250 new individual donor prospects to data base. Mail three donor newsletters annually.

Newsletter #1 sent out in 1Q, newsletter #2 slated for August and #3 in October. Four direct mail asks annually.
Target direct mail piece sent out in 1Q generated 5K in revenue.
Lucas informed the Board of two fund raising events that generate 30K per year.
The Golf Tournament and the Common Sight Common Vision Breakfast.
Planning for both events is on schedule

Lucas informed the Board the goal was to increase the Annual Revenue by 10% through additional Corporate Sponsors/ Large Foundation Grants. Also by Implementing USABA/WellPoint Foundation National Fitness Challenge, secure annual renewal and ask for additional 50K.

Secure 25-100K gifts to fund “Drives 4 Success” program.
Secure additional 25-250K foundation/sponsor gift to implement National Fitness Challenge program.

Secure 50-100K gift from Nike to purchase Nike Fuel Bands and implement in National Fitness Challenge program.

Lucas informed the Board that the WellPoint Foundation grant in year #2 complete with outstanding outcomes. The WellPoint Foundation year #3 proposal submitted to foundation and additional non-conflicting grantees.

No sponsorship or foundation dollars secured to purchase Nike Fuel Bands to enhance National Fitness Challenge program. Braille Institute purchased 70 Nike Fuel Bands that will incorporate into their Fitness Challenge this summer and USABA will use this as a pilot program.

Annually ask 20 individuals or more for 5K and secure a minimum of four gifts annually. Board and staff to generate solid prospect list and make the ask.

GOAL 2: OUTREACH/SPORTS PROGRAMMING: Implement programs for youth and adults annually, empowering their participation and achievement in sport consistent with their interest and abilities.

Increase Membership by 20%.


There are currently 377 lifetime members

Increase total number of USABA Sport Clubs by 50%.

Increased from 13 Sports Clubs in 2012 to 41 current USABA Sports Clubs. By 2015, USABA will have a Sports Club presence and sport programming in every region of the United States by adding 20 Sports Clubs in 2013 and 10 more in 2014.

Implement USABA National Fitness Challenge program and work with at least 20 partners to reach 750 youth to bring new programming to participating agencies that will continue even after National Fitness Challenge is over.

Partnered with 23 National agencies and 80% of the 724 teens maintained or reduced their Body Mass Index. 2013 program complete with implementation of National Fitness Camp in July 2013.

Implement “Sports 4 All” program for youth in Colorado working with five new partners to reach 200 of the 850 k-12 children in Colorado.
Programming provided to more than 260 participants partnering with 7 agencies. Monitor and increase the athlete pipeline for all Paralympic sports. Implement USABA on growing sports, training camps and events. There are presently 2 ski events, 1 rowing camp, 2 cycling camps, World Youth Champions and Pan Am Games, and 12 Sports Education Camps.

GOAL 3: GOALBALL DEVELOPMENT: As the USOC High Performance Management Organization for Goalball fully develops all aspects and all levels of the sport producing increased participation and consistent medal-winning performances in international competitions including World Championships and Paralympic Games.

Lucas informed the Board that the men’s and women’s elite teams qualified for 2014 IBSA World Championships by gold-medal performances at 2013 IBSA Parapan Games. Select national teams with greatest potential for success at 2013 IBSA Parapan Games. Conduct 2013 selection men’s and women’s camps at Lakeshore Foundation. Men’s and women’s teams achieve at least top 2 in 2013 International preparation tournaments. Women – Pajulahti Games (Finland), Malmo Intercup (Sweden) won Gold and Men – Malmo Intercup (Sweden) won Silver

Develop the elite athlete pipeline through Junior National program. Win Gold medals at 2013 IBSA World Youth Championships. Tournament is in July

Provide training and selection camps that align with elite program objectives and provide pool of athletes with greatest potential for success. One training camp remains prior to Pan Am qualifier.

Expand recreational participation through national goalball programs. Adult Program: Four - 2013 regional tournaments with the addition of six new club teams in 2013. 10 new club teams added during 2013 season

Youth Program: Four - 2013 regional youth tournaments with the addition of four new club teams in 2013. Youth tournaments (4) – Arizona, Texas, Lakeshore, Vancouver, WA and Developmental tournament (Atlanta)

Alignment of school goalball conference participation with USABA Youth Goalball National Championships with four teams competing in tournament. Alignment with North Central Association of State Schools for the Blind opted to align conference schedule prior to USABA High School National Championships

Increase all aspects of the sport. Athletes and coaches: Produce goalball educational videos. Scripts written and reviewed by U.S. Olympic Committee
Coaches: In 2013, develop and implement coaching certification program. Comparison/research of organizational coaching programs on-going.

Officials: By 2014, revise official’s certification program. Have a strong international presence and influence within IBSA Goalball.

Appointment of John Potts to IBSA Subcommittee. Potts elected as Secretary who has strengthen U.S. international presence in Goalball

GOAL 4: EDUCATION: Inform and educate family members, educators, vision professionals and the general public on the athletic abilities of people who are blind and visually impaired. USABA will be promoted in at least 25 publications annually reaching more than 250,000 people. USABA has been promoted to approximately 1,600,000 readers American Federation for the Blind AFB) Access World (49,000) Albinism Insight (1,500), American Printing House for the Blind; Fred’s Head Blog; (30,000), Matilda Ziegler Blog (25,000), Lyme Line a local newspaper in Connecticut (TBD), National industries for the Blind (NIB) This Week (800), Cincinnati.com (website gets approximately 1 million hits per month), Delta Gamma Center for Children with Visual Impairments Newsletter (2,000), Wisconsin School for the Blind Newsletter – Eye Spy (TBD), USABA Facebook (Weekly posts about the National Fitness Challenge), USABA Twitter (Weekly tweets about the National Fitness Challenge), USABA Weekly News and Note (bi-weekly info about the National Fitness Challenge goes out to approx. 15,000 people), USABA Website: News section (Cooper’s story) and National Fitness Challenge section (all agencies).

VISION/Services for the Blind and Visually Impaired: On February 15th posted about the USABA/WellPoint National Fitness Challenge (received 4 likes and 1 share – they have total of 270 “likes” for their page)
Ohio School for the Blind newsletter (150) Journal of Physical Education, Recreation & Dance (60,000)
VisionServe (consists of 110 Executive Director’s/Presidents)
Center for the Visually Impaired (CVI): Website averages 4000 hits a month and the blog averages 200 a month
Ohio State School for the Blind newsletter: All students and family members, approximately 120 students
USABA donor newsletter (5,000). To increase our social media presence and increase Facebook by 600 likes and Twitter by 300 followers. Currently 1,600 Facebook followers. To drive more people to our website by providing more content on our website, this includes feature and success stories, sports clubs information and National Fitness Challenge.
Extensively promote Goalball through all media sources/outlets including social media, website, news articles, TV, publications, website, etc. To reach more 5,000 individuals in the field of blindness by having a robust conference presence. Attendance at VisionServe Alliance in April in Washington, DC and attendance at NFB conference in July in Orlando, FL.

25 agencies or more to link USABA to their websites and USABA to reciprocate the partnership. Brand USABA Create a Tag line Market strategy for tagline Create viral video

VI. Committee Reports:

Finance & Audit: Remensnyder

Remensnyder reviewed the 2013 Budget below with the Board. Further, the independent auditor complimented the Staff on USABA’s financial success. There was an increase in all areas, except for athlete registration.

<table>
<thead>
<tr>
<th>Revenue Line Item</th>
<th>2013 Budget</th>
<th>As of 31 May</th>
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<tbody>
<tr>
<td>USOC</td>
<td>$256,300.00</td>
<td>$174,616.00</td>
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<tr>
<td>Corporate/Foundation</td>
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<td>$102,084.00</td>
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<tr>
<td>Donations/Events</td>
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<td>$219,868.00</td>
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<tr>
<td>Membership/Misc.</td>
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<td>$73,789.00</td>
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<tr>
<td>Total</td>
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<tr>
<th>Expense Line Item</th>
<th>2013 Budget</th>
<th>As of 31 May</th>
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<tr>
<td>Competitions</td>
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<td>$238,579.00</td>
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<td>Member Services</td>
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<td>Administration</td>
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<td>Total</td>
<td>$866,924.00</td>
<td>$347,199.00</td>
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<table>
<thead>
<tr>
<th>Investments</th>
<th>Beginning Balance</th>
<th>Balance as of June 30</th>
<th>Additions/withdrawals</th>
<th>YTD Return</th>
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<tbody>
<tr>
<td>Olympic Foundation</td>
<td>279,476.00</td>
<td>$306,160.00</td>
<td>$10,000.00</td>
<td>5.95%</td>
</tr>
</tbody>
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**Fundraising Committee: Bina**

Bina informed the Board that serving on this committee are Gary Remensnyder, Ryan Ortiz, Mark Lucas, and Bina. The chairman has had numerous interactions with USABA staff discussing possible leads and strategies for this fiscal year. Further, Bina has made multiple attempts to meet with USAA headquartered in Colorado Springs. However, his efforts have been unsuccessful in getting a meeting with the company. Bina will continue the effort.

The committee continues to discuss ways to find the means to expand the USABA direct mail program. Discussion will continue with Baltimore-based Lewis Direct to see if they can assist USABA at a reduced cost. Pitches have been made to secure corporate funding to provide seed money such that USABA can engage Lewis Direct or another vendor to increase direct mail revenues. These efforts, thus far, have been unsuccessful, but efforts will continue.

Lucas and Bina have had discussions about securing a grant from the Lavelle Fund for the Blind. Efforts will continue to identify an existing or new USABA program that falls into the Lavelle Fund grant criterion. USABA has previously submitted grants to Lavelle but they have not been funded.

Lucas has implemented a planned giving initiative to expand the USABA endowment. He is targeting key USABA friends who were instrumental in founding the organization and those who have made major commitments to it. Board members are encouraged to consider placing USABA in their will. Where there is a will; there is a way.

The committee encourages board members to identify individual, corporate, and/or foundation leads that the staff could contact for possible grants or gifts. Please email 5-10 good possible leads by July 15. USABA last year was a $1 million dollar budget revenue organization. To maintain this level, and more importantly to get to a $1.5 million budget level, or higher, the association will need assistance from each board member. The staff need leads, “doors opened” and in some cases, assisting or accompanying them to make the actual “ask.” At the June board meeting board members will be asked to suggest some possible leads.

The committee is excited that two potential board members who are in the process of being nominated have the capacity to be helpful in revenue generation. These possible candidates are Betsy Gibson and Paul Boyer. The fundraising committee recommends that the nomination committee give serious consideration to individuals who have the capacity to assist the association increase operating or endowment revenues.
Strategic Direction Committee: Foster

The committee met on June 6 to review role of this committee (see excerpt from bylaws below for reference), current strategic plan and how we want to operate to oversee progress and provide guidance to staff and other committees towards achieving this plan.

We agreed that Lucas, as Executive Director, will provide a quarterly update to this committee on progress made on the strategic plan, as well as any challenges or concerns impacting our ability to deliver on any of the goals. For this initial report, Lucas will use his judgment on level of detail to include. The committee will review and provide Lucas with any feedback as to whether we want more, less, different format, etc. Foster, as Chair, will then provide a brief update to the full Board at the next Board meeting on noteworthy accomplishments and concerns.

While the plan sets the direction for USABA and our committees and should remain relatively unchanged for the next 3-5 years, we will periodically re-evaluate the plan. This committee will bring forth to the Board recommendations on any updates/edits to the strategic plan we believe are needed given any challenges, new opportunities and other concerns that may arise throughout the year.

Nominating & Governance Committee: Jordan

Jordan informed the Board that he has had multiple conversations with Lucas since our last board meeting discussing the roles and responsibilities of the committee, and the two open board positions.

Jordan reminded the Board that John Samuelson who was the CFO for the USOC and the Colorado Trust was approached by Lucas about the possibility of serving on the board. The timing was not good for Samuelson, but he stated he would assist USABA in leveraging any of our foundation grant proposals where he may have a relationship with the funder.

Finally, Jordan informed the Board the following individuals are under consideration by the nominating committee and after further discussion we will be making our recommendations to the board for a vote in our August board meeting:

**Betsy Gibson** – A Verizon exec with a family history of serving the blind and interested in assisting in our fund raising.

Paul Boyer – successful business owner very financially savvy and interested in fund raising.


Billy Henry – founded North West Association for Blind Athletes will still in college.

The United States Olympic Committee has provided all the National Governing Bodies/ Multi-Sport Organization’s a list of candidates who are potential high level executives interested in helping the Olympic/Paralympic movement. This committee will be reviewing the list for any possible board members who might be a good fit. Above potential candidate Paul Boyer is generated from this list.

There are currently two open board seats and three board member’s term expire this year; Mastro, Lieberman and Reiff. All three are eligible to re-run if they choose.

Youth Ad-Hoc Committee: Liberman

Liberman informed the Board about three items.

1) The article Lucas and I co-authored will come out in Journal of physical education and Recreation and Dance (JOPERD) which will be published in in October;
2) Matt Simpson and I are working on “Coaching Tips” which will be included on the USABA website and Social media in time for fall sports.
3) There are many awesome sports camps this summer including 4 new Camp Abilities in the US!! Texas, NC, Utica, NY and Nebraska. They are all being run by amazing professionals and they all value pushing children to do their very best and learning how to achieve in sport.

Bylaws Ad-Hoc Committee: Bina

Bina informed the Board at the next face to face meeting in November the Board will do some word changes within the Bylaw document. When the Bylaws are revised and approved by the Board Bina suggested putting the Bylaws into a small pocket size book and distributing to members and potential USABA members.

VII. New Business: Lucas

Next meeting date will be established after Lucas emails the Board three dates and the majority date will be the next meeting date. The face to face meeting is already scheduled for November 22-23, 2013

Adjourn:

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Motion to close the meeting was made by Bina and seconded by Miller. There being no objections, the meeting was adjourned at 8:25pm EST.