





South Central Region of AWSA Regional Council

<u>Club Name</u>	<u>City</u>	<u>State</u>	<u>Councilor</u>	<u>Email Address</u>
Angel Lake	Columbus	Texas	Mike Dunlap	mdunlap@dunlapmarketing.com
Aquaplex Ski Club	Creedmoor	Texas	Floyd McCreight	famsailawy@aol.com
Austin Ski Club	Austin	Texas	Janet Hooten	jhooten@sbcglobal.net
Bullneck Lakes Ski Club	Scott	Arkansas	Scott Greenwood	scottgreenwood@comcast.net
Capital Area Wtr Ski Club	Austin	Texas	Ron Ives	ronives57@gmail.com
Cedar Creek Ski Club	Fayetteville	Arkansas	Roger Boskus	roger@mbl-arch.com
Cedar Ridge Skiers	Canton	Mississippi	Tim Cost	tcost1@bellsouth.net
Cottonwood Ski Club	Bossier City	Louisiana	Joe Darwin	jdarwin@lakesatcottonwood.com
Dean's Ski Lake	Dallas	Texas	Steve Binkley	sbinkley@binksconstruction.com
Frameswitch Ski Lakes	Hutto	Texas	Jeran Hooten	jhooten@sbcglobal.net
Guadalupe Ski Club	Zorn	Texas	Kenny Glorioso	kennyg@satx.rr.com
Lago Santa Fe	Santa Fe	Texas	Julie Krueger	julieskis35@yahoo.com
Lakes at Katy WSC	Katy	Texas	Kelvin Kelm	kkelm@deloitte.com
Lakes at Cypress Hill ST	Tomball	Texas	Marty Jimmerson	marty.jimmerson@sbcglobal.net
Lake McQueeney Ski Bees	McQueeney	Texas	Lacey Gosch	ltgosch@gmail.com
Metroplex Ski Club	Fort Worth	Texas	Tacey Virgoe	skidadle@sbcglobal.net
Outlaw Lake	Marlow	Oklahoma	Mike Bray	mpbray@sbcglobal.net
Pecan Cove Ski Team	Red Oak	Texas	Blaine Bridgford	blaine@youcanski.org
Princeton Lakes WSC	Princeton	Texas	Mike Thompson	miket4@sbcglobal.net
River Bend Ski Club	Oklahoma City	Oklahoma	Joe Harkins	joe.waterski@cox.net
San Marcos River Ranch WSC	Martindale	Texas	Kathy Ives	kathryn.ives@gmail.com
Ski Scape Skiers	Mandeville	Louisiana	Bobby Franks	franksb@bellsouth.net
Skiers Inc	Covington	Louisiana	Claire Di Pol	claire@crosbydevelopment.com
Ski Haven	Justin	Texas	Joe McCreary	joemccrearyiids@yahoo.com
Ski Texas	Rosharon	Texas	Bob Mayhew	skident@gmail.com
Stevenson Ski Ranch	Conroe	Texas	Michael Arora	michael.arora@gmail.com
Tri Lakes Ski Team	Zachary	Louisiana	Kerri Lee	kleski@hotmail.com
Terramare	Crosby	Texas	Mark Chambers	texaspalms@aol.com
Timber Cove WSC	Granbury	Texas	Kevin Babish	kvlnbab@windstream.net
Texas A&M WSC	College Station	Texas	Elgin Faulkner	elgin@hal-pc.org
Wetline Ski Club	Tupelo	Mississippi	Colin Maloney	colinmaloney@centurycr.com

Other voting members of council (Art. IV, Sec. 1, SCR Bylaws):

SCR EVP	Gordon Hall	gordon@lsfdev.com
SCR Director	Joe Darwin	jdarwin@lakesatcottonwood.com
SCR Director	Julie Krueger	julieskis35@yahoo.com
SCR Director	Keith Lindemulder	keith.lindemulder@nucor.com
SCR Vice EVP	Jerry Bautsch	jwbautsch@gmail.com

Other interested parties cc list (Non-voting):

College Station Ski Club	College Station	Texas	Robert Averyt	Raveryt@yahoo.com
Greater New Orleans	New Orleans	Louisiana	Jerry Woodard	jmwoodard@bellsouth.net
Lucky Lake Ski Club	Farmersville	Texas	Alan Hendricks	alanhendricks@dfwski.com
M2 Waterski Club	Houston	Texas	Daniel McCormick	info@M2sports.com
Unlimited Skiing		Mississippi	Pat Holland	
Utopia River Ranch	Staples	Texas	Kathy Ives	kathryn.ives@gmail.com
Willow Bend Skiers Assoc.	Greenville	Texas	Karolyn Robinson	

Seats on the Regional Council require an AWSA-affiliated ski club with at least 8 AWSA active members. Contact Elgin Faulkner (elginaugust78@gmail.com) for more info or to update your club's council status.

AWSA South Central Region
Membership/Council Mid-Winter Meeting
Saturday, 9 January 2016 8:30 a.m.
Country Inn & Suites
25218 Market Place Drive Katy, TX 77494

AGENDA

- 1) Welcome and Introductions (please sign in and update your contact info!)
- 2) Establishment of Quorum
- 3) Call to Order @ 8:30 AM
- 4) Appointment of Parliamentarian
- 5) Appointment of Secretary
- 6) Seating of Councilors and Confirmation of Voting Roll – Elgin Faulkner
- 7) AGENDA, review and update as needed
- 8) MINUTES of July 2015 meeting; review and approval
- 9) Regional Recommendations to AWSA Bd. of Directors Mtg.
- 10) Treasurers Report - Kathy Ives
 - (a) Who owes Head Tax
 - (b) How to pay head tax. P&P
 - (c) Budget for 2016
 - (d) Kay's fund

- 11) EVP's report – Gordon Hall
 - (a) AWSA report – What's new at USAWS
 - (b) 2016 Tournament schedule
 - (c) New teams approach

- 12) Committee Reports:
 - (a) Ski League Tacey Virgoe
 - (b) Social Media Kathy Ives & Dan O'Reilly
 - (c) Rules Kathy Ives & Bob Mayhew
 - (d) Skiers Qualification Keith Lindemulder
 - (e) Judges & Scorers Kelly Stumph & Floyd McCreight
 - (f) Junior Development Jennifer Parker
 - (g) Towboat/speed control Mike Hamilton
 - (h) Seeding Melissa Huitt
 - (i) Technical Jim Thompson
 - (j) Boat Drivers Jerry Bautsch (BOD Packet)
 - (k) International Activities (IAC) Jeffry Armstrong/Jerry Bautsch (BOD packet)
 - (l) Safety Terry Dlugosh
 - (m) Bylaws Lisa Kelm
 - (n) Executive (AWSA) Bob Mayhew
 - (o) History Elgin Faulkner
 - (p) Regional Guide Trent Finlayson

13) Other Items:

- (a) 2016 Regionals update Jay Bennett
- (b) Officials for Regionals and Nationals

14) Review/approval of tournament schedule for 2016

15) State Championship Tournaments – should they be reserved?

16) Texas State Championship tournament – 2 bids currently (Terramare & Austin Ski Club)

17) Directors Reports/comments:

- (a) Julie Krueger
- (b) Keith Lindemulder
- (c) Joe Darwin

18) New Business

19) Adjourn

AWSA South Central Region
MINUTES: Membership/Council Annual Meeting
Friday, July 24, 2015 6:30 p.m.
Bennett's Water Ski – Ski School house
18605 Barnett Rd., Zachary, LA 70791

1. Call to Order; Roll call by sign in: (quorum: Members = 20, Council = 7)

Meeting called to order at 6:42 p.m. by Gordon Hall, EVP. Quorum declared present. Roll call by sign-in; attached.

2. Appointment of Parliamentarian; AGENDA, review and approval:

Bob Mayhew appointed as meeting Parliamentarian. Connie Mayhew appointed as meeting secretary. Two items (with *'s) added to end of agenda.

3. MINUTES (Jan 2015 meeting), review and approval:

Motion to approve by Mark Chambers; second by Kerri Lee. Discussion, Jeran Hooten does not agree with the wording of part of the minutes. Motion passes 12-2.

4. Treasurers Report: - Kathy Ives; HEAD TAX!!

As-of now, we have \$29,400 in our bank account. After all outstanding checks clear, the book balance is \$26,965. No major changes to our financial position. Motion to approve Treasurer's Report by Bruce Butterfield; second by Todd Leach. The report is on the SCR website and can be downloaded for viewing. Motion passes unanimously.

5. Approval of new Council: - Elgin

Motion to approve temporary councilpersons for this meeting: Mark Chambers for Terramare and Michael Arora for Stevenson Ski Ranch. Passed unanimously.

6. Junior Development: - Kathy Ives, Scott Greenwood and group

1. How did the 2015 JD tournament go?

Many thanks to the folks at Princeton Lakes for another outstanding JD clinic, tournament and banquet.

2. Site selection for 2016?

No bids presently; motion by Kathy Ives, second by Bob Mayhew, to extend deadline and site selection until Midwinter meeting in Jan. 2016.

3. New JD Committee Chair

Council resolution to applaud Scott Greenwood for his service on the JD committee over the past 14 years. Scott will be stepping down as committee chair after Regionals, and replaced by Jennifer Parker. Council welcomes Jennifer and offers support and encouragement.

7. Membership issues: (all senior members are eligible to vote on the following)

Meeting turned over to Elgin Faulkner to preside over this item #7, as Chair of Tellers Committee.

1. Election of EVP (1 year term); **Gordon Hall re-elected for another term, by acclamation (motion: Elgin, second Bob M);**
2. Election of Director (3 year term); **Julie Krueger re-elected for another term, by acclamation (motion: Bob M, second Janet Hooten)**
3. Election of Alternate Director (3 year term); **Bob Mayhew elected as alternate director (motion: Elgin, second Julie K)**
4. Regional Tournament site selection for 2015. **No bids submitted. Motion (Julie, second Mark Chambers) to defer until November, and direct the EVP to work on finding a suitable host. This needs to be know prior to putting together next year's tournament schedule at the local level. Motion carries.**

8. Council Issues (Only council members are eligible to vote on the following)

1. Certify elections of EVP and Directors. **Passed 10-0**
2. Elect (re-elect) Vice-EVP and Treasurer. **Re-elected Jerry Bautsch and Kathy Ives as Vice-EVP and Treasurer, respectively. Motion: Bob Mayhew, second Michael Arora. Passed 10-0**
3. 2016 SCR Midwinter meeting: **See discussion and action under New Business, below**
4. Renew grants to Webmaster, Seeding Chair and Treasurer. **The grants are \$300 each, per year. Melissa Huitt is Seeding Chair; Kathy Ives is Treasurer. We presently do not have a Webmaster, Gordon and Kathy are doing it, and the \$300 grant for that has not been paid, and will not be paid unless a webmaster is found. Motion to approve (Julie K/Bob M); passes unanimously.**

9. Other business, old and new:

1. Requirements and deadlines for posting tournament announcements to web

Motion by Gordon to require all tournaments approved at the Mid-winter meeting to be entered into the USA-WS sanctioning system by March 1. Any missing details or info not yet known will be put as "TBA". This way the online calendar will at least show the date and location, and serve as a place-holder. Motion approved.

2. State tournament weekend

Reminder to everyone that council voted at the mid-winter meeting to dedicate one weekend for holding state championship tournaments. this is a regional qualifying tournament (along with the JD tournament). Discussion of which weekend should be dedicated; suggestion that it be held as close to Regionals as possible, and not on July 4.

3. Texas State Championships – bid, rotate location?

Floyd McCreight presented the results of a survey (see attached) which showed 77% favored rotating the tournament among other clubs.

Motion by Gordon: Rotate the Texas State Championship tournament each year among the areas of Central, North and South Texas. Discussion of who would be determine the rotation order and club selection. Motion withdrawn by Gordon. Motion to table until next meeting by Jeran Hooten. Discussion. Motion to table passes 13 – 9.

4. Regional Recommendations to AWSA Bd. of Directors Mtg.

Get these to Gordon or Julie whenever you can, but prior to the AWSA board meeting at Nationals. Make your voice heard; this is how changes to the organization get made.

5. * **Go-To-Meeting at Mid-winter meeting:**

Motion by Bob Mayhew, second by Ron Ives, to hold 2016 Midwinter meeting in the Houston area. Bob M will be the meeting coordinator. Yes we will facilitate folks to attend via virtual methods (Go-To-Meeting, Webex, e.g.). Motion carries.

6. * **Disband Special Committee for Selection of two appointed judges for Regionals:**

Motion by Julie Krueger, second by Janet Hooten, to disband this committee and practice. Discussion: The committee has served its purpose and is no longer needed or desired. We now have plenty of qualified judges who are putting in for appointed slots at Regionals. Motion approved.

10. **ADJOURN: Junior Awards and party starts at 7:30 p.m.**

Meeting adjourned at 7:42 p.m.

Minutes recorded by Connie Mayhew and transcribed by Gordon Hall.

Sign-In

SCR Business Mtg. 7/24/15

<u>Name</u>	<u>Email</u>
Gordon Hall	
Kelly Stumph	kelly.stumph14@gmail.com
Janet Hooten	jhooten@sbcglobal.net
Jean Hooten	jhooten@sbcglobal.net
Demelle Dwyosh	ddskier1@yahoo.com
Jennifer Parker	parker.jennifer30@gmail.com
Mike Dunlap	mdunlap@dunlapmarketing.com
Mark Chambers	texaspalms@aol.com <i>Councilor for Terramine</i>
David Derasough	derasough@verizon.net
Floyd McCieight	fmcieight@aol.com
Michael Arora	Michael.arora@gmail.com <i>Councilor for SSR</i>
Terri Arora	terri.cannalato@gmail.com
ELGIN FAULKNER	ELGINAUGUST78@GMAIL.COM
Bob Mayhew	skident@gmail.com
Kathryn Ives	kathryn.ives@gmail.com
David Nichols	kaynichols@hotmail.com
Kay Nichols	
Kelvin Kelm	kelvin@sportpixusa.net
Bruce Battenfield	Bruce.Kim@Texoma.net
Jon Penner	jpenner@hotmail.com
Lori Kuegrski	kuegrski@gmail.com
Tina Lindsey	tristina.lindsey@hotmail.com
Kerri Lee	kerri.lee kleecki@hotmail.com
Richard Wilson	Richard & Krispy Kreme

Sign-In Cont...

<u>Name</u>	<u>Email</u>
CLIFF Stockstill	Stockstill@Wholesale Electr. Co.
Van Parks	jenniferandvan@yahoo.com
Todd Leach	todd@txleach.com
Susan Leach	Susan@txleach.com
Ron Ives	ronives59@gmail.com
KEITH Lindemulder	KEITH.Lindemulder @Nv.com.com
Julie Krueger	Julieskis35@yahoo.com

List of SCR Councilors revised 7/20/2015

Club Name	Councilor	E Mail Address
Angel Lake	Mike Dunlap	mdunlap@dunlapmarketing.com
Aquaplex Ski Club	Floyd McCreight	famsailawy@aol.com
Austin Ski Club	Janet Hooten	jjhooten@sbcglobal.net
Bullneck Lakes Ski Club	Scott Greenwood	scottgreenwood@comcast.net
Capital Area Wtr Ski Club	Ron Ives	ronives57@gmail.com
Cedar Creek Ski Club	Roger Boskus	roger@mbl-arch.com
Cedar Ridge Skiers	Tim Cost	tcost1@bellsouth.net
Cottonwood Ski Club	Joe Darwin	jdarwin@lakesatcottonwood.com
Dean's Ski Lake	Steve Binkley	
Frameswitch Ski Lakes	Jeran Hooten	jjhooten@sbcglobal.net
Guadalupe Ski Club	Kenny Glorioso	kennyg@satx.rr.com
Lago Santa Fe	Julie Krueger	julieskis35@yahoo.com
Lakes at Katy WSC	Kelvin Kelm	kkelm@deloitte.com
Lakes at Cypress Hill ST	Marty Jimmerson	marty.jimmerson@sbcglobal.net
Lake McQueeney Ski Bees	Colby Nordstrom	colbynordstrom@gmail.com
Metropolx Ski Club	Tacey Virgoe	skidadle@sbcglobal.net
Outlaw Lake	Mike Bray	mpbray@sbcglobal.net
Pecan Cove Ski Team	Blaine Bridgford	blaine@youcanski.org
Princeton Lakes WSC	Mike Thompson	miket4@sbcglobal.net
River Bend Ski Club	Joe Harkins	
San Marcos River Ranch Ski Club	Kathy Ives	kathrvm.ives@gmail.com
Ski Scape Skiers	Theresa Danos	theresa@serverarmorv.com
Ski Haven	Joe McCreary	
Skiers Inc	Claire Di Pol	claire@crosbydevelopment.com
Ski Texas	Bob Mayhew	skident@gmail.com
Stevenson Ski Ranch	Bret Stevenson	h2oskiers@consolidated.net
Tri Lakes Ski Team	Kerri Lee	kleski@hotmail.com
Terramare	Jerry Bautsch	jwbautsch@gmail.com
Timber Cove WSC	Kevin Babish	kvlnbab@windstream.net
Unlimited Skiing	Pat Holland	
Texas A&M WSC	Elgin Faulkner	elginaugust78@gmail.com
Wetline Ski Club	Colin Maloney	colinmaloney@centuryer.com
Not listed as affiliated, but we're keeping you on our mailing list:		
Willow Bend Skiers Assoc.	Karolyn Robinson	
Caldwell Ski Team	T. Caldwell	caldwellski@bellsouth.net
Utopia River Ranch	Kathy Ives	kathrvm.ives@gmail.com
Lucky Lake Ski Club	Alan Hendricks	alanhendricks@dfwski.com
College Station Ski Club		Ravervt@yahoo.com
M2 Waterski Club		
EVP	Gordon Hall	gordon@lsfdev.com
SCR Director	Joe Darwin	jdarwin@lakesatcottonwood.com
SCR Director	Julie Krueger	julieskis35@yahoo.com
SCR Director	Kieth Lindermulder	Kieth.Lindermulder@nucor.com

OUR TEXAS STATE

July 2015 Summer Meeting

Thanks to The Austin Ski Club who has sponsored this tournament for 60years!!

- Winter Meeting
 - Class C vs L
 - Rotate to other ski clubs in OTHER LOCATIONS
 - Recommendations at the Summer Meeting
 - Floyd McCreight agreed to take lead for Summer Meeting
- Survey put out to all Texas skiers- Survey Monkey, an awesome tool
 - 59 responses- good cross section from across the state
 - Those wanting the detailed results (time consuming) provide Floyd your email.
 - Summary provided below:
 1. 77% thought it best to rotate to other ski clubs
 - a. Of those, 20% thought their clubs were willing AND ABLE to host
 2. Should be a C and L
 3. Weekend- No other tournament to be held on this weekend!
 - a. 8 % wanted over the 4th weekend (+/- on the 4th)
 - b. 31% wanted second weekend
 - c. 38% wanted third weekend
 - d. 23% No preference
 4. Policy on "No Other Tournament that Weekend" approved at Winter Meeting
 - a. It's a good policy- 45%
 - b. Rescind the policy- 55%. Use old policy on not allowing two tournaments within 100 miles is good
 5. T-shirts and Dinner Part of Entry Fee- concern with Class C skiers entry fee
 - a. T-shirts-Yes-38% No- 62%
 - b. Dinner- Yes- 54% No- 48%
 - c. Comment- make them optional (?)
 6. Is "Early Bird" discount attractive
 - a. Yes but for only two weeks- 77%
 - b. Could enhance the option feature for Ts and Dinner

Conclusion- C and L, Texas council decide on site, decide on dedicated weekend, decide on 2nd or 3rd WE (these are popular dates); T-shirts, Dinner, and Early Bird optional (to sponsoring club).

SCR Financial Summary
January 09, 2016

Statement Account Balance January 09, 2016	\$47845.82
SCR Junior Development Balance (will be moved to separate account) Kay - \$13,880.00; M. Ives - \$2500.00; Raffle – minus payout \$3200.00	\$19,580.00
SCR Balance – January 09, 2016	\$28265.82
Deposits January – July 20, 2015	Reported at Regionals
Sanction Fees Q4, Q1, Q2	\$3270.00
2014 Head Tax	\$2576.00
2015 Head Tax – May – July 20, 2015	\$620.00
2015 Guide Ad Revenue	\$745.00
Total Deposits January – July 21, 2015	\$7211.00
JD Raffle	4200.00
Sanction Fees Q3	\$705.60
2015 Head Tax – July 21, 2015 – Jan. 9, 2016	1843.50
	830.00
	17.50
	117.50
	\$515.00
Deposits January 2015 – January 2016 Total	\$15,440.10
2015 Distributions – January – December, 2015	
JD Scholarships –10 awards	\$3000.00
2015 Guide Prep Fee	\$1500.00
2015 USA Water Ski Guide Fee	\$426.35
2015 USA Water Ski Credit Card Fees	\$33.10
Survey Monkey Reimbursement	\$250.00
SCR Summer 2014/January 2015 / Summer 2015	\$3900.00
December 2015 SCR BOD and Committee Fees	
2015 SCR MidWinter Meeting Expense/Printing	\$345.00
Website – Wix and Server Hosting Fees	\$168.00
USAWaterski – JD – 2014;2015 Party Fees SCR 2014; 2015 Awards Fees Contribution	\$1000.00
SCR Stipends Seeding Treasurer	\$600.00
Raffle Payout	\$1000.00
DELL Donation for JD Pass-through to Princeton	\$1000.00
January 2015 – January 2016 Expenses	\$13,222.45

January – February 2016 Anticipated Expenses	
Driver’s Award	\$45.00
EVP for SCR Award Certificates	\$25.00
BOD 2016 Winter Meeting at HQ	\$1200.00
SCR Winter Meeting Room	\$300.00
SCR Guide Prep	\$1500.00
Total Anticipated Distribution	\$3060.00
January – February 2015 Anticipated Income	
Head Tax	\$975.00
Sanction Fee Q4	\$120.00
Guide Ads	\$700.00
Total Anticipated Income	\$1695.00

Head Tax Received – \$3943.50 – Missing - \$975.00

Stevenson’s June	2
Hudson’s	1
Tri Lakes	1
Ski Haven	1
Outlaw	1
Hudson	1
Cedar Ridge	2
TriLakes	1
Ski Haven	1
Ski Haven	1
Austin Ski Club	1
Bullneck July	1
Lago	1
Cedar Ridge	2
Outlaw	1
Hudson	1
Ski Texas	1
Hudson	1
Spring Valley	2
Aquaplex	1
SMRR	2
Stevensons Fall	2
Metroplex	1
Deans	2
Cottonwood	7

10 Point Strategic Plan

This is my plan that focuses on all areas of the sport that need help. You'll notice 7 of the 10 plans have nothing to do with the top 1% of our sport, which is something we have fell victim to concentrating on over the years and thus lost focus on the bottom of the pyramid.

These are in no particular order

1-BETTER MEMBERSHIP PACKAGE-(brings in new members, retains current members) we need a package that is more of a "want" than the current "need" our membership seems to be. Going after all the non-competitive skiers on the river or backyards that simply enjoy the sport and may never compete. Ideas are more epidemic discounts and coupons. Right now our membership is a competitive membership so once skiers don't compete they have no need for us. Bass fishing and hunting have done a great job at this; millions of members but only a small percentage competes.

2-BETTER MARKETING OF USA WATER SK-(brings in new members) Once we have a better package in place, we must find a way to market and sell it, we have to find the funds and plan to truly go after members and get in their faces and market to them to join USAwaterski.

3-THE MINI COURSE-(gives beginner skiers a start to competition) -the mini course has doubled membership in Australia. I would like to see every slalom course in America have a mini course. Work with Bart's or skier to skier to give 6 buoys and 6 sub floats at cost. Maybe AWSA kicks back something to USA Water Ski clubs who install these. Let's face it the course is hard; many struggle with it and do not enjoy it. NCWSA is a perfect example of where the mini course could have saved more members. What all the college kids did after barely getting to 2 ball for years was hop on jumpers. Now none of them are learning the skills to slalom and thus will never be buying slalom skis, boats, and staying in AWSA.

4-OPEN SKI NIGHTS-(increase access to our sport)-We need to find a way that the current 380 AWSA ski clubs open their doors to the public, we must sacrifice a few nights a month to give these skiers time on the water and lessons on skiing. We have all gone to closed private lakes but have shut the door on growth by doing so; we must sacrifice and open our doors, even if just for one night. I hope to get more grassroots events, more basic skills events, I'm hoping every single sanction this year has a grassroots sanction attached and offers a novice division.

5-SKIING FOR PLACEMENT NOT SCORE-(Hits the semi competitive and competitive skier)-We need to get away from being 100% worried about performances/rankings and focus more on placement and competition. This performance format has driven us to insane technology and cost and taken the fun out of the sport. Here is where a new rankings list

based on points, who you beat, participation, wins, etc., can change competitive skiing going forward. Our tournaments have become boring b/c they have too many divisions and no competition, there is no fun to drive 2 hours to just get a score, yes it works for those chasing scores but most are not, most want to compete, have fun, trash talk, this is when the sport gains ROI and when other obligations and expense win over choosing AWSA.

6-REGIONALS/NATIONALS – (Competitive skier)-Regionals and Nationals needs attention. The #1 complaint in surveys for skiers not attending nationals was time, expense, and lack of ROI on these events. Families simply cannot afford both events anymore unless those are going to be worth the time and money.

7-ABILITY BASED DIVISIONS-(This covers beginners through elite)-it may be time for our sport to follow all

other sports and combine age and ability so that tournaments are more competitive and fun. These ties strongly with #5 above but I made it a separate plan. This plan could include handicapped skiing as well. It goes back to the point that the sport has too few athletes to have 32 divisions. Plus take any new skier who just learned the course who may want to come ski an event, let's say they are in men's 3, guess who they get to ski against....39 off. That's the division AWSA has put them in. We need to think about ability based divisions especially at the lower level. One of the greatest parts of alumni regionals was seeing skiers in mens 1,2,3, 4 in the same divisions and all within 5 feet of each other. Would you rather watch that or watch 5 guys in the same division 60 feet apart but they ski against each other just b/c they are the same age.

8-TEAM SKIING-(Covers beginners through elite)-This is the ultimate form of fun in waterskiing. NCWSA...enough said. Alumni events last year had a 18% increase in membership in NCWSA. We have 2 things in the works for this, 1 is a proposal to the board. We hope to have team skiing at Regionals/Nationals next year. The other team concept Mark Crone is developing as a part of rankings where skiers will be able to form teams online and compete virtually. Team leagues such as mother/son, father/daughter, families, siblings; AARP, etc. will all be available to join. This should be active for this coming season.

9. OFFICIALS PROGRAMS-We must stop the bleeding, we are downgrading 1287 officials this year. Judges and Scorers committee is working very hard on this though. We are close to having CE for officials to take credits online. Melanie and HQ have really advanced the system at HQ for maintaining officials and giving more access and notifications to officials. This is by far the most time consuming and expense of HQ work each day.

10. PROMOTE ELITE ATHELETS AND PRO SKIING-We need to get pro skiing back on the map. We need our pros at nationals. We need our younger athletes looking up to them and aspiring to be a pro water skier.

AWSA Presidents Report

-State of AWSA address-My first goal as President was to spend my first 6 months doing extensive research so that I knew exactly how to go about devising a strategic plan that would truly (hopefully) work. This was done via surveys to junior skiers, current members, and ex members, as well as all of you here in this room. I also spent dozens of hours with HQ, learning the ins and outs of their operation and assessing how they are doing and how we can work together to turn this thing around. At this point I'm happy with where I am in that process. I will admit that the thousands of ideas that came in at first were overwhelming and I was contemplating how we would settle on some direction, but one thing I noticed over time was that there were very common underlying themes in everyone's complaints and most led back to the same stuff. So below I have a 10 point strategic plan for the future of AWSA that I hoping covers most of the areas, your feedback on it is welcome.

So I'm done researching, it is time to start implementing and see what happens. There is no doubt we have our hands full in our quest to stop membership decline and bring in new members, but I'm confident we can do it. There are many things I learned in the surveys that we simply cannot fix, we are a tough sport, it's expensive and time consuming and this is a theme that is tough to fix and will always be a hinderance in a society these days that does not have time anymore and wants instant results. We are not the only one in this boat, snow ski racing is down 80%, golf courses are closing left and right; all NGB's are hurting so before we blame anyone for our decline we must accept that this is a worldwide epidemic. That being said there are 9 million water-skiers in the country, so we have plenty of customers that can make us a big organization.

Surveys-Junior skier-297 out of 1800 filled it out. 27% of juniors are starting school the week of or before Nationals. (FYI rule proposal to open up first week of August for Nationals). Survey responses were not good on separate nationals for JR and Sr. It was also not good on a Labor Day nationals. Including parents of the 297 surveyed about 83 people did not attend nationals due to school. The #1 answer for reason not attending was a tie between "It's not worth the time and expense. But I would attend if that changed". And "too expensive"

Survey-AWSA Current members-filled out by 1582 out of 5500. 28% of our members did not ski 1 event in 2015, 37% skied 5 or more. Of the 28% that did not compete 58% do ski for fun. #1 response to why they don't compete was "not good enough to compete", followed by "other obligations" and then "tournaments are not fun". For those that skied a few tournaments the #1 answer as to why they don't ski more is "other obligations". When asked what formats they would like to see it was all over, but the leaders where 29% said ability based skiing, #2 team skiing, #3 don't change anything, #4 handicapping. When asked what changes they'd like to see with reg/nat 27% said leave it and 27% said let people skip regionals. 68% of surveyors joined AWSA to compete. #1 complaint of reasons for not attending nationals was expense and time of attending regionals and nationals.

Survey-Ex Members-The response was very low on this survey and this was the one survey I was hoping to learn the most from. 526 out of 9000 filled it out. #1 reason for no longer competing was; 42% other obligations, 33% too expensive, 31% not fun anymore. 86% of the X-members still ski!!!!!!!!!!!!!!!!!!!!!! 33% said they would like to get back into it again and 35% said maybe.

Survey-Board Members on Reg/Nat-65 board/council members filled out a quick 4 questions survey on reg/nat, there was no general direction as expected, #1 answer were to leave nationals the same size, and leave qualifications the same way.

-Nationals Contract has been signed for 2016 Idaho; only change this year is the LOC will be designing and providing the medals so look forward to a change in medals. Idaho is going to put on a great nationals.

-No bids for 2017 Nationals. Bell Aqua sounded interested but it now looks like it will not happen. I have very little interest. I surveyed all 2-3-4 lake site owners in the country. The theme remains the same. Most lakes do not have a big enough core group of workers to pull off such a big event. Not sure where we go from here if we want nationals to be 700 plus skiers. We will just have to hope people step up but it does not look promising. I did get a lot of lakes tell me they would be happy to rent AWSA the lakes. Interesting concept that would make us more money but I cannot fathom how any outside group would come in and run such a detailed event, not without hiring an event group which would eat up all the profits but at least we would have a nationals. Interesting concept to ponder for now.

-AWSA Branding-Working on a new logo, trying to get Facebook and social media going for AWSA, so far since sept 2015 we are up 18% in likes. But there is much more we can do.

2016 SCR Tournament Schedule

DRAFT: Jan. 8, 2016

<u>May</u>	<u>Site</u>	<u>City</u>	<u>State</u>	<u>Area</u>	
5/14	Tri-Lakes	Zachary	LA	LA	3 Rd Slalom - Record
5/21 - 5/22	Cedar Ridge	Canton	MS	MS	3c,2r,3e record and c
5/21 - 5/22	Lakes at Cypress Hill	Tomball	TX	S TX	Slalom, Trick
<u>June</u>					
6/4 - 6/5	Cottonwood	Bossier City	LA	LA	3 Rd Slalom - Record
6/4 - 6/5	CAWSC Cass Kickoff	Austin	TX	Cen TX	
6/4 - 6/5	Lakes of Katy	Katy	TX	S TX	Slalom
6/11 - 6/12	Junior Development	Martindale	TX	Cen TX	San Marcos
6/11 - 6/12	Triple Creek Lake	Lawton	OK	OK	3 Rd Slalom
6/18 - 6/19	Cedar Creek	Elkins	AR	AR	3 event class L
6/18	Ski Haven	Justin	TX	N TX	3 ev, Class C (3,2,2)
6/18 - 6/19	Austin Ski Club	Austin	TX	Cen TX	3 ev C,L (Fathers Day)
6/18 - 6/19	Stevenson Ski Ranch	Conroe	TX	S TX	Slalom
6/18 - 6/19	River Bend	OKC	OK	OK	3S-2T-2J
6/25 - 6/26	Thorn Ridge	Corsicana	TX	N TX	3 Rd Slalom - Class C
6/25 - 6/26	Bullneck	Scott	AR	AR	Record - 3 Event
6/25 - 6/26	San Marcos River Ranch	Martindale	TX	Cen TX	3 ev Record,C
6/25 - 6/26	Lakes at Cypress Hill	Tomball	TX	S TX	Slalom, Trick
6/25 - 6/26	Outlaw Lake	Marlow	OK	OK	3S-2T-2J
<u>July</u>					
7/2	Metroplex	Ft. Worth	TX	N TX	Class C Slalom + Sl & Jump grts
7/3	Triple J	Ferris	TX	N TX	Class C 2 Rd Slalom
7/2 - 7/3	Cedar Ridge	Canton	MS	MS	3c,2r,3e record and c
7/9 - 7/10	Aquaplex	Buda	TX	Cen TX	S Record, maybe C tricks
7/9 - 7/10	Ski Texas Ph2	Rosharon	TX	S TX	Slalom, Trick, Jump
7/9 - 7/10	central MS		MS	MS	class C 3-event
7/16 - 7/17	Cottonwood	Bossier City	LA	LA	3 Rd Slalom - Record
7/16 - 7/17	Texas State Championships			TBD	Terramare & Austin SC have bid
7/16 - 7/17	Oklahoma State Championships	Lawton	OK	OK	Slalom, Trick, Jump
7/23	Ski Haven	Justin	TX	N TX	3 ev, Class C (3,2,2)
7/23 - 7/24	Arkansas State Championships	Elkins	AR	AR	Cedar Creek, 3 event class L
7/23-7/24	Lago Santa Fe	Santa Fe	TX	S TX	
7/23-7/24	River Bend	OKC	OK	OK	3S-2T-2J
7/29-7/31	Regionals	Zachary	LA	LA	Bennett's
<u>August</u>					
8/8 - 8/13	Nationals	Caldwell	ID		Idaho
8/20 - 8/21	CAWSC - Cass Finals			Cen TX	
8/20 - 8/21	River Bend	OKC	OK	OK	3S-2T-2J
8/27	Ski Haven	Justin	TX	N TX	3 ev, Class C (3,2,2)
8/27 - 8/28	Lakes of Katy	Katy	TX	S TX	
8/27	Spring Valley Ski Ranch	Enid	OK	OK	3 rd Slalom
8/28	Spring Valley Ski Ranch	Enid	OK	OK	3 rd Slalom
<u>September</u>					
9/3 - 9/4	Cedar Ridge	Canton	MS	MS	3c,2r,3e record and c
9/10	Dean's Ski Lake	Lake Dallas	TX	N TX	2 Rd Slalom - Class C
9/10 - 9/11	San Marcos River Ranch	Martindale	TX	Cen TX	3 ev Record, C
9/17 - 9/18	Princeton	Princeton	TX	N TX	3 event - Class C
9/17 - 9/18	Aquaplex Record	Buda	TX	Cen TX	Record
9/17 - 9/18	Ski Texas P2	Rosharon	TX	S TX	
9/24 - 9/25	Cottonwood	Bossier City	LA	LA	3 Rd Slalom - Record
<u>October</u>					
10/1 - 10/2	Stevensons Ski Ranch	Conroe	TX		Slalom

Note: **Proposed** schedule above; subject to change; will be considered for approval by SCR Council at the mid-winter meeting on Jan. 9, 2016