

## 2015 NSCA Nationals Advisory Council Meeting Minutes Wednesday October 21, 2015 – National Shooting Complex

The meeting was called to order by Steve Schultz at 7:00PM on Wednesday, October 21, 2015. Steve welcomed everyone then asked for the roll call. Roll call was done by Glynne Moseley.

Those present:

### Industry

Russ Arnold – Shooting Sports Consulting  
John Calandro, III – Clay Shooters Supply  
John Commerford – NRA  
Heyward Cunningham – Promatic, Inc.  
Jim Greenwood – Greenwood Custom Stocks

Pat Lieske – Pet Lieske Shooting School  
Anthony Matarese, Jr. – AIM Shooting School  
Sean McLelland – Youth Target Foundation  
John “Mo” Parsons – Blaser USA  
Steve Schultz – Target Line Shooting School

### Range Owners/Managers

Justin Bounds – Caney Creek Shooting Sports  
Chris Cantrell – Rocky Creek Sporting Clays  
Rick Hemingway – Backwoods Quail Club  
Tim Jewell – Rangers Gun Club  
Anthony Matarese, Sr. – M & M Sporting Clays  
Tim Miles – Coyote Springs Sporting

Jason Miller – The Shooting Academy  
Josie Richard – Wilderness Gun Club  
Scott Robertson – Elm Fork Shotgun Sports  
Daniel Twitchell, Jr – Ben Avery Clay Target Center  
Richard Whaley, - Dallas Gun Club

### Shooters

Dr Paula Benbow – Sobieski, WI  
John Hackethorn – Polson, MT  
Eleanor V Howard – Edisto Island, SC  
Bob Krufft – Tempe, AZ  
Anne Mauro – Baltimore, MD  
Jim Montgomery – Lake Charles, LA

Derek Moore – Chester, NJ  
Donald Nolen – Harrisburg, AR  
Adam Pinto – Enterprise, UT  
Ted Sapoznik – Vancouver, WA  
Brett Seibert – Lake Forest, IL  
Rick Storey – Sealy, TX  
Sam Wortham – Santa Fe, NM

Those absent;

### Industry

Scott Grange – Browning – excuse sent in  
Lynne Green – Green Girl Photos - excuse sent in

Mike McAlpine – Clay Target Academy - excuse sent in  
Carlton Nether - Primer

### Range Owners/Managers

David Niederer - Fossil Pointe Sporting Clays  
Randy Voss – Caribou Gun Club – called in excuse

### Shooters

Jerry Veneklasen – Overland Park, KS - excuse sent in  
Eddie Vigil – St George, UT - excuse sent in

**Staff present:**

Brett Moyes – NSCA Director  
Nichole Martin – Marketing Coordinator

Glynn Moseley – NSCA Assistant Director

**Visitors present:**

Jack Tans – NSSA President  
Lots of NSCA National Delegates

Steve called for a motion to accept the minutes of the US Open Advisory Council minutes. Adam Pinto made the motion; Heyward Cunningham seconded the motion, the motion carried.

Steve turned the meeting over to Brett Moyes to go over the binder material. Brett stated that the binder material was sent to the Advisory Council members electronically. Hopefully you have all had a chance to read it. Brett stated that he would run through it quickly.

Section 3 covers stats. The membership stats are up 8% over last year at this same time. Prior to the South Central Regional Championship about 2 weeks ago and Nationals, our targets stats are up 900,000 targets from last year at the same time. That growth has something to do with when the Regionals are held but none the less we are growing. These numbers have everything to do with what each and every one of you do all year long, and we thank you for your hard work.

The next item in section 3 is a summary of stats, by country, followed by a notice for the Range Owners/Managers and Industry personnel to visit the Hospitality Suite in the office conference room. Please feel free to drop by there each day. The next item in the binder is a 2016 Nationals entry form. Please note that we will run the 2016 Nationals the same as the 2015 Nationals. The next item is a notice for the dates for the January Advisory Council meeting which will be held here on January 29-30, 2016. Once election results are finalized on October 27, we announce who the new Advisory Council members are and send a reminder email stating the dates for the January meeting, once again. The last item in section 3 is a notice for the 2016 US Open at Caney Creek on May 30 to June 5.

At this time Brett introduce Louise Terry and asked her to give the joint financial report as well as the Long Range Planning Committee report. Louise asked everyone to look at the end of section 4 for the Long Range Planning Committee report, first. She said there is a lot going on; some of the major projects for 2015 were:

1. The Main clubhouse renovation – The Long Range Planning Committee and the NSSA/NSCA Steering Committee met with the architects (Ford, Powell Carson – the original architects of our clubhouse building 50 years ago) in January and several key decisions were made for this project:
  - a. Agreed upon the floor plan and design for renovation (a modified scheme 2 from the original list of options from the architects).
  - b. Agreed that the construction, once started, would be best accomplished in one step to minimize impact on our operations, rather than staging sections of the work over several years.
  - c. Steve Scales investigated finance options with Frost Bank using an agreed-upon “2/3 borrow, 1/3 pay” formula which we feel is affordable for the Association.
  - d. Boundaries of the “central core” area have been defined and work is now proceeding with the platting process which is required by the County prior to issuance of a building permit. One key factor in tis platting work is determining the size of the tree canopy within the plat because this is a key metric in their formula.

Once the platting has been approved, we will re-engage with our architects to proceed into the “Design and Development” stage of the clubhouse plans.

2. NSCA Academy – this project has been plagued by delays all year, most recently due to confusion about County sprinkler system requirements for a building of this size and use. The plans – with restrooms included and an enlarged floorplan – have now been resubmitted for permitting with no sprinkler system. As soon as the building permit is issued, we are ready to start construction.
3. Member Cart Barn- the first section is complete and is occupied, and the footer is poured for expansion of a second section. The timing of the completion of the second section will depend on members’ demand for the spaces.
4. Roadway improvements and re-surfacing - major sections of hardscape on the property have been redone this year and are complete, including a new parking area constructed down at the NSC Academy site at the east end of the middle row of skeet fields.
5. FM 471 and Roft Road widening 0 no activity at this time by TXDOT or Bexar County. Several of our projects are gated by their plans and (lack of) progress: relocation of our front entrance further up the hill, and plans for eventual hookup to the public sewer system. Given these delays which are out of our control, we have extended our wastewater capacity (EDU) reservation to 2018 to protect our ability to move to public sewer in the future.
6. RV Park – Several improvement to the hookup sites have been made (new water bibs, etc.) during the year and also new speakers have been installed so the announcements and shoot-off calls over the PA system will be heard in the RV Park.
7. New Vendor Building – Given feedback that the design point of a new west vendor building as proposed in the Master Plan (with larger units) was too expensive, Michael has initiated discussions to identify several vendors who would be willing to pay \$25-30K each upfront to fund a 3<sup>rd</sup> vendor building of matching design to the current buildings, east of the current Vendor Building #2 (towards the bathhouse). It has been agreed that this project must be self-funded, so it will not begin until signed leases are in hand, and after platting has been approved for the central core area.
8. Cell tower construction is finally complete and installation of the electric service is complete. They will soon be going “live”. A side benefit to having this tower on the property is that the cell tower company is going to tap into the fiber optic cable coming in from the roadside. Once the tower is hooked up to the fiber optics utilities it will allow us to upgrade our Wi-Fi connections on the property without having to pay for the hookup.
9. After the NSCA Nationals, we will be regrading skeet fields 2-9 to address drainage problems while also putting in upgraded electrical service on those fields to both the skeet and trap houses, replacing 40+year old wiring. This project will also include concrete work on skeet fields 2, 3 and 9.
10. Lead Reclamation – based on the results of soil samples for lead density readings and combined with the price for lead now, the decision has been made to delay this project one year. Our slot is now reserved for November, 2016 with Gipson Ricketts for the reclamation.

Special thanks are due to Association member Bill Etheridge and his associate Ed Griffith at CDS/Muery Engineering for their behind-the-scenes attention to so many of the nitty-gritty details on all of these projects throughout the year!

One other thing Louise mentioned was there are rumblings going on about the city of San Antonio annexing the Alamo Ranch area where we are located, into the city limits. There is a meeting planned with an attorney to discuss the implications of this annexation on us and the property. There is no schedule for annexation at this time. Some of the other developers of the housing developments in the area are fighting the annexation as well, so we may be able to band together to fight it off. This is something we are going to have to deal with in the future. We are paying attention to it and we will keep everyone informed of what is going on. Louise asked if there were any questions regarding the Long Range Planning Committee items. There were none.

Louise Terry is also Chairman of the Joint Finance Committee, which is made up of Skeet and Sporting Clay Executive Council members. The NSCA Executive Council members on the Joint Finance Committee are, Tim Miles, Brett Seibert and John Calandro.

The NSSA/NSCA Joint Finance Committee continued to hold quarterly meetings to review the status of our Life Member Investment Portfolio, as well as monitor throughout the year our performance against the approved and adopted Operating Budget. The Operating Budget for 2015 was approved upon the recommendation of the Finance Committee in October 2014.

Finance Committee meeting this year, were held on January 29 in San Antonio prior to the Winter Executive meetings and also by conference call on April 21, on August 11, and October 13, 2015.

We started this year with an investment portfolio balance of \$3.059M and at the end of the second quarter, the value was \$3.083M which reflected a .71% increase for the first half of the year compared to a blended benchmark of .79%. At the time of our meeting, on August 11, the account was up to \$3.098M. However, given the market turmoil that followed shortly thereafter, our portfolio did of course take a hit.....the value on August 31 was \$2.957M, a net loss of 4.5% for the month. As of October 9, we were back up to just over \$3M. We will continue to stay in touch with our investment advisors at JGP, but the consensus right now is to stay the course and not make any major changes to our asset allocation. Since this report has been prepared in advance for the meeting binder, we will have up-to-date information to present at the annual meeting on October 21.

Steve Scales will also present latest details of our 2015 Operating Plan performance. To date we are having a good year (better than budget) and are in a good cash position.

Finally, the 2016 fiscal year Operating Budget has been reviewed and approved. Thanks to Steve Scales and the Department heads for doing a thorough job in that preparation. Please remember that the Skeet Department has re-set its operating year to a calendar year. So we are all now working on a January-December operating year, which should simplify things for all of us. Louise asked if there were any questions regarding the Joint Finance Committee, there were none. Louise stated she would be here all week and if anyone had questions or items to discuss she would be happy to meet with them.

Louise turned the meeting over to Steve Scales for further financial reporting.

Steve Scales welcomed the people from SAIA insurance company who for 24 years have been providing the most comprehensive gun, gun club and instructor insurance in the USA, offering discount rates for NSSA and NSCA members. Their long standing support has resulted in over \$1M of unrestricted sponsorship to this corporation and its programs. I encouraged all of you to meet with them. Bill Stevens, Chuck Sandness, Leslie Casanova and Karen Sandness are here tonight at the back of the room. They will be here all week located on the clubhouse veranda across from the stadium field and games. Please visit with them about your insurance needs, and how they can best serve your gun club or the needs of the gun clubs in your area as well as your constituent shooters.

Steve said, in your binder you will find the summary of the 2015 financial results through the month of July, 2015. He said it has been a very good year operationally. Our balance sheet is strong, membership overall is flat with an increase in Sporting Clays and a slight decrease in Skeet. Sporting Clay targets are up while Skeet targets are relatively flat from last year at this same time. At year end, operationally, we are ahead of plans and ahead of last year's results due to the following circumstances:

- We continue to have more and larger corporate, charitable and registered events on the property.
- We've been spending our marketing dollars for both Skeet and Sporting Clays a little slower than budgeted and approximately spending the same as where we were spending last year. This causes a slight spending variance but that is only temporary.
- NSCA USA Sporting clays Team is spending less in 2015 largely because they didn't have to travel outside the USA this year, however; both teams will be travelling to Europe in 2016.
- There has been some decline in the NSCA instructor program over last year.

Over all it's been a good year, operationally.

In the investment portfolio the markets have been choppy, as Louise pointed out, throughout 2015, with equities declining in August and part of September; then having regained somewhat in late September and October. Consistent earning in dividends resulted in our portfolio performing better than expected.

Brett Moyes said we will move forward to section 5 in the binder covering Marketing and Communications. Brett introduced Sherry Kerr who will give this report.

Sherry Kerr stated that she is now Director of Communications working full time for the association. During the first half of next year, there are a lot of new things going on. These new things are listed in the binder material and I hope you will read about them at your leisure. However, I want to talk about the new magazine, "Clay Target Nation". As you know by now, we are combining the Skeet and Sporting Clays magazines into one magazine starting with the January 2016 issue. The magazine will be half Skeet and half Sporting Clays material. I want to set your minds at ease that there will be equal representation neither Skeet nor Sporting Clays will ever have more content than the other. There are some types of content that will be pulled from the magazine and put online where it will be easier to find. You will get as much content

as you've ever had. We have selected a publishing company to produce the magazine for us with our input and our constant help; they are Grand View Media from Birmingham, Alabama. They have a lot of experience publishing outdoors and shooting sports magazines. We are very lucky to have Hillary Dyer as the editor. Hillary will be here on Friday to see the Nationals firsthand. She is a shotgunner, but not a competitor, yet. We could not have found anyone better to be our editor. Starting a magazine from scratch is a huge job. I would not have known how to do this but Hillary has done it, and has done a beautiful job with getting us on line for the first issue to be published in January. The magazine will be mailed every month around the first of each month. We are finishing the January issue while we are here covering the NSCA Nationals Championship which will appear in the January issue, as well as the World Skeet Championship. We are putting the magazine together based on results of our reader surveys and we are paying very close attention to those surveys, so we can include the items that you asked for. We will also have a greater digital component of the magazine than you've ever seen before. I will be more than happy to visit with all of you and answer any questions you may have. I am located in the Hospitality Suite in the office conference room, daily. Are there any questions? There were none.

Michael Hampton added that Sporting Clays Magazine and Skeet Shooting Review will be retired at the end of the 2015 year. There will be a slight overlap of about 2-3 months between the ending of the old magazines and the beginning of the new magazine. We are not getting rid of Sporting Clays Magazine. This is an opportunity for us to take control of our own magazine and make it better by combining the two current magazines. You will see the last few issue of Sporting Clays Magazine come out at the same time as your first issues of Clay Target Nation. George Conrad and Dan Wade from Sporting Clays Magazine are here at Nationals. Please stop by their vendor space in front of the clubhouse and thank them for all of their hard work over the last 25 years.

Brett Moyes took a moment to acknowledged Jack Tans. Jack is the NSSA President. This is Jack's first Nationals; he shot the 28 gauge event today and shot a score of 89. I think he's hooked! Jack had a ball; he will be here all week. If you have any questions or want to visit about anything, please stop and visit with Jack. We're glad he's here.

Brett Moyes then talked about Kids & Clays, NSSA/NSCA's charity of choice. We have the "Big Mac" game set up on field 3 with proceeds from the event going to Kids & Clays. We also have the Kids & Clays option where \$10 of the \$20 option go back to Kids & Clays with the other \$10 going to a Lewis Class option. We will also have the Kids & Clays silent auction and raffle on Saturday evening at 5:00PM-8:30PM. As you know for the past few years, every other year on the even years, we have hosted the Pan American Championship. In 2016 we will no longer host this event. Instead we will host the Kids & Clays Championship in April. The long term goal is to make the Kids & Clays Championship the National event over all the other Kids & Clays events held across the country during the year.

Brett asked Louise Terry to return and give the Scholastic Clay Target Program (SCTP) Report. Louise is the Chairman of the Board of Directors for the Scholastic Shooting Sports Foundation (SSSF) which is the governing body for the SCTP. Louise said that the SSSF is starting its 12<sup>th</sup> year, promoting the SCTP program which promotes youth shotgun shooting. This program

continues to grow across the country and is having another very good year in 2015. Nationally, the SCTP currently has over 12,000 member athletes in 46 states, who are shooting skeet, trap and/or Sporting Clays, as well as international skeet, international trap and doubles trap.

As the latest measure of its success, the SCTP Nationals held in Sparta, IL at the WSRC in July, 2015 had 201 teams competing (up 14% from last year) representing 27 states, with 2,432 individual athletes (up 12% from last year), shooting 4,504 events (up 25% from last year)! Noteworthy this year: we were fortunate that schedules permitted SCTP Alum and 2-time Olympic Gold Medal winner Vincent Hancock to be on hand for 2 ½ days which he spent with the kids coaching and encouraging them in their shooting. Following the Sparta Nationals, the National Championships for the International disciplines were held in Colorado Springs at the Olympic Training Center (OTC) 2 weeks later with 46 teams from 21 states fielding 147 athletes shooting 239 events. These numbers were all up over 30% from the prior year and reflect the growing interest among the kids towards the Olympic disciplines. This also explains why the SCTP has been chosen by USA Shooting as their official feeder program.

SCTP has made great strides with over 1,000 new Association members coming from the SCTP ranks last year. While registered targets are not required at the local levels of SCTP team shooting, SSSF does require all State Shoots and the National Championships to be registered with NSSA/NSCA and ATA. For our part, the NSSA/NSCA donates \$10,000 in scholarship money annually to support these college-bound athletes.

As a 501© (3), the SSSF is totally dependent on donations from industry, from individuals or Foundations for their support and operating funds. To date, Larry and Brenda Potterfield and the MIDWAY USA Foundation have donated over \$9M to support and encourage youth shooting...not all those dollars have flowed thru SSSF, but they have certainly been SSSF's biggest benefactor over the past 5-6 years.

In 2007, a new SCTP/Youth Shooting Committee was formed for NSSA but it seemed to be an idea before its time and was disbanded due to lack of interest. Now, with the broader interest and higher levels of awareness of movements like SCTP and the participation that has grown across the country in youth programs like this, NSSA President, Jack Tans, is now moving to create a new Youth Shooting Committee at NSSA/NSCA. The intent is to more closely align our Association with programs like SCTP, acknowledge their value as an important feeder program for our Association membership.

The SCTP mission is youth development through the shooting sports and is centered around the team as a unit. These kids learn not only about safe and responsible gun handling and their Second Amendment rights.... They are developing important social skills and learning to become valuable team members with their peers, while gaining respect for their coaches and adult volunteers.

As NSCA Delegates and Advisory Council members, I encourage each of you to consider promoting SCTP in your state and encouraging your member clubs to do the same. Each of these SCTP teams when formed, whether thru a Middle School, High School, or a local gun club, needs a place to practice and a club which will welcome their shooting.

The SSSF National office operates out of leased office space here at the NSC in San Antonio. Tom Wondrash (Wisconsin) is the SCTP National Program Director who, with his team of regional reps, can answer any questions and assist in starting a team in your area. Tom can be reached at [twondrash@sssfonline.com](mailto:twondrash@sssfonline.com) or (262) 939-6664.

Also, SSSF always welcomes donations to support its operations and has information on several different ways to give to the Foundation on their website at [www.sssfonline.org](http://www.sssfonline.org). As a 501(c)(3) organization, donations are tax-deductible to the extent permitted by law.

Brett Moyes stated that there is an IT report in section 6 prepared by Brad Jones, IT Manager, as well as a list of NSC events held from January through September, 2015.

Brett said we would now listen to the presentations of the 3 US Open bidders for 2017. We will begin the presentations in alphabetical order starting with Big Red Oak Plantation, Hopkins Game Farm and M & M Sporting Clays.

Brett thanked each club presenter who are bidding and wished them good luck. At this time Brett asked all Advisory Council members to take their ballots and vote for the 2017 US Open host club, place your ballot in the envelope provided and hold the envelopes up so Nicki and Glynne can collect them. Nicki and Glynne are also handing out tickets for a drawing we will do for all Advisory Council members and NSCA National Delegates for 10 guns to be given away at tonight's meeting. You must be present to win, so please do not leave yet. All ballots were collected and given to Steve Schultz. Each ballot was read and tallied by Brett Moyes for everyone to see. There were 2 absentee ballots sent in, with Anthony Matarese Jr. and Sr. abstaining from the vote for a total of 34 votes. The results were 16 votes for Big Red Oak Plantation, 2 for Hopkins Game Farm and 16 for M & M Sporting Clays. A second ballot was handed out to break the tie between Big Red Oak Plantation and M & M Sporting Clays. The same procedures were in place. All ballots were collected and given to Steve Schultz. Each ballot was read and tallied by Brett Moyes for everyone to see. The results were 19 for Big Red Oak Plantation and 15 for M & M Sporting Clays. Congratulations to Big Red Oak Plantation, they will host the 2017 US Open.

Brett Moyes asked Scott Robertson to give the Marketing report. Scott Robertson said this is the last meeting that this Executive Council will preside over the Advisory Council meetings. Tim Miles, Steve Schultz and John Calandro are all off the Executive Council next year. I would like to give a recap what this Advisory Council has accomplished over the last 6 years.

- The East/West road that divides the property into North and South courses for the Main event was put in and paved.
- The small gauge courses were split from 1 to 2 courses.
- The golf cart rental process was changed, we went to Dever an outside source to handle the cart rentals and we went to daily rates instead of by the event.
- We fully funded USA Team
- We created the Mass Marketing fund in order to grow Sporting Clays with our own money.



- The Regional Tour program was created. We took the Zones and turned them into Regional – then grew the Regional shoots from 200 entry shoot to 500 entry shoots.
- We put the money back into the Nationals by buying guns and products to give back to all the shooters. This year we were able to give 450 guns away.
- We changed the Hall of Fame criteria from qualifying at age 55+ years old in order to get nominated into the Hall of Fame. The Hall of Fame is the pinnacle of our sport so we created the Hall of Fame videos to tell a story about each inductee.
- We bought the USA Team truck and trailer which helps pour branding over all.

Some people don't know the difference but we have 2 marketing committees. One is for member retention and the other is mass marketing. The mass Marketing Committee has \$300K budget each year. This money is provided by the extra penny per target that we collect from members who shoot registered NSCA targets. Each of the Regional events gets \$10K to help improve the regional shoots. This money to improve the events is to be used for shooter appreciation. It's important to know that our organization is built on shooter participation; 20% of the people shoot 80% of the targets thrown each year. The marketing money has been used for bottled water, entertainment, better food etc. to make a better experience for the shooters. If we don't make our competitions better no one will want to join and attend our shoots. Other items the Mass Marketing Committee has done in 2015 are the following:

- We gave \$10K to The World English Sporting Clays Championship and \$10 K to the World FITASC Championship for their opening and closing ceremonies.
- The truck and trailer was sent to all 5 Regionals, the US Open and the World Sporting Clays Championship and the World FITASC Championship events at a cost of \$40K. Next year we will try to save some money by getting the range owners hosting the Regionals to drive the truck and trailer to each their events.
- We supported PSCA with \$75K this year. We also produced legacy videos for those inducted into the Hall of Fame; last year there were 3 inductees, this year there is 1 inductee. These videos will be a part of the Hall of Fame museum.
- Thaddius Bedford was asked to travel to the World English and the World FITASC Championships to take photos and video the USA Team members in order to catalogue where they were and what they did on their trips. The team members work hard all year trying to make the Teams and they deserve this type of recognition.
- We will be spending \$80K to update our half of the website. It needs to be updated so we can keep up with the standards.
- In 2016 we will launch our online store, where you can purchase NSCA merchandise and clothing.

- We have approved the purchase of station flags which will be color coded for the different events at all of the Regional Championships, the US Open and the Nationals. This way all of the stations no matter where you are will be uniform and recognizable. The Regionals have become mini Nationals. We need to spend our money on items, such as shooting cages, tables, chairs and all the other little things it takes to put on one of these major shoots, to improve the Regionals so the range owners do not have to spend their money for events they will host once every 4 or 5 years at a time. We may spend \$100K over the next 2 or 3 years to buy these items for the Regionals; however, we will save \$200-\$300K for the range owners. All we are asking the Range owners to do in the future is pay for the gas and to drive the truck and trailer containing all of these items to their event. We need to ask ourselves how we can use the marketing money to help our member clubs host these bigger events.

Brett Moyes asked Steve Schultz to report on the Competition Committee. Steve said they have selected dates for the major 2016 FITASC events. The host clubs for the Regionals will have first choice to host these events. The US Grand Prix will be combined with the West Regional, in Arizona, the FITASC North American will be combined with the South Central Regional in Oklahoma and the National FITASC will be combined with the North Central Regional in Illinois. That is all we have to report at this time.

Brett asked John Calandro to give the Rules, Governance and Finance report. John said there was nothing to report at this time; however, he said this was his last meeting as a member of the Advisory/Executive Council. John thanked all of the Advisory Council members for their friendship and all the hard work they have done over the years. John spent 12 years as an Advisory Council member and it is time for him to step down and let someone else have a turn in the Advisory Council. John thanked the NSSA Board of Directors; he said the Board had never turned down any request made by his committee. They have been a pleasure to work with. John stated that our governance is old and we need to start working toward joining the two associations governance into one governing body made up of both associations. We will be a better organization if we do that. John challenged NSSA and NSCA governing bodies to work toward this goal. John said he has had the pleasure to work on committees with most of the Advisory Council members; there have been some vigorous discussions and some great ideas have been produced. John asked all to be open to each-others opinions, even if you are not agreeable. He said, embrace discussions, include everyone in your discussions and listen to all ideas; don't demean good discussions. Meet people outside your network. We have to grow the small clubs to bring the new people in and the big clubs keep us happy. Thank you and god luck in the future.

Brett Moyes thanked John for the time that he spent on the Advisory Council.

Brett Moyes asked Brett Seibert if there was anything to report for the Instructor Committee. Brett said there was nothing to report at this time.

Brett Moyes asked if anyone had any new business at this time; there was none.

Brett Moyes asked everyone to find the PSCA report in the front cover of their binders and he asked Scott Robertson to come forward.

Scott Robertson asked if everyone had a copy of the PSCA 3-year plan. Scott recapped what had gone on with the PSCA for the past 2 years. He said the first year, NSCA supported PSCA with \$75K for advertising. This bought a commercial spot on all of the episodes as well as banners on the fields. The second year, PSCA asked for another \$75K. The Marketing Committee discussed what to do and we decided to keep the \$75K and put on all of the shooting events as well as do all of the filming for the 2015 shoot year. Heyward Cunningham, Tim Miles and Scott Robertson were a sub-committee of the Mass Marketing Committee. They flew to Houston to meet with the PSCA leaders. The sub-committee proposed that the PSCA use the Pro Challenge format that has been used in the past, and piggy back it with some of the Regionals, the US Open, the World FITASC and the Nationals. Scott said he and the sub-committee would take care of all the filming and production of the events for the year. At the end of the year the sub-committee would give all of the film to PSCA to produce into their program for TV. PSCA was agreeable to this proposal; however, they wanted to know what our plans were. The sub-committee got together and created a 3-year plan. In 3 years we should either break even or make a profit. PSCA also asked Scott Robertson to be the PSCA President. Scott said there are things to work out, so there will not be a conflict of interest for him with the NSCA or the PSCA. He has resigned as Chairman of the Mass Marketing Committee. It remains to be seen if he will be elected to the 2016-2017 Advisory Council or the Executive Council; however, if he is elected to one or both he will not vote on anything having to do with PSCA going forward. Scott feels he has something to offer both associations. Scott went on to say that in 2015 PSCA held 4 events; in 2016 the plan is to hold 6 events. There will be 13 episodes produced for TV in 2017. The 3-year plan is based on the 2016 events and is as follows:

What is currently happening:

- Launching season 2 on the Sportsman's Channel, January 2016 with an all new format.
- Releasing weekly teasers to build excitement and give viewers an idea of what is coming.
- Planning assistance for the clubs hosting 2016 events to get the word out and engage the;
- Expanding PSCA formats to provide more visibility and benefits to our sponsors and athletes; and
- Releasing a 3 year vision for PSCA.

PSCA 2016:

- Six events are planned and will once again follow NSCA major tournaments.
  1. Events to be announced in November of 2015.
- Introduction of a PSCA Pro Weekend
  1. Pro-Am Charity Event & Evening Gala
  2. 1<sup>st</sup> Shot Program for ladies, youth and local community
  3. "Par" Sporting Amateur Event – fun event, so cash, just prizes

4. 120 Target Qualifier
  5. Pro Challenge Champion of Champions Shoot-out.
- Expand to multiple networks and webisodes.

#### PSCA 2017 & 2018:

- 2017:
  1. Host 6 PSCA events with full implementation of the Pro Weekend.
  2. Launch of Match Play or Par Sporting.
- 2018:
  1. Host 6 PSCA Tour Weekends
  2. Introduce PSCA Senior Tour and Youth Tour
  3. Introduce Match Play or Par Sporting nationwide

#### PSCA Organization Changes:

- We need strong and proven team members to make our vision a reality. Our core team starting in January 2016 will be:
  1. Scott Robertson, President
  2. Judy Morris, Special Events
  3. Haley Dunn, Operations
  4. Scott Shinneman, Sales

Scott said we need our sport to go to the next level. NSCA doesn't have the money to do this; PSCA does. As a partnership we may be able to accomplish this. This is the time for all of us to see how far we can advance and grow the sport. We all have to get behind this because we alone can't make it happen. We need all parties to get involved.

PSCA is asking for \$75K this year. The proposal is simply to buy advertising on the TV. This is a one year deal which will be for the same advertising items as in year 1; banners on the fields and commercial spot to be shown in all 13 episodes. This will in no way jeopardize our 501©3 status. We will also get other benefits from this partnership.

The PSCA wants to be the leader; however, we can choose any direction we want for this to go.

Steve Schultz asked for a motion to accept the NSCA Mass Marketing Committee to support PSCA with \$75K to purchase advertising & air time. A motion was made by Derek Moore, seconded by Dan Twitchell; the motion carried.

Brett Moyes held gun drawings for 10 guns to be given to Advisory Council and Delegates. Only 1 gun per person could be won. The person drawn must be present to win.

Steve Schultz asked for a motion to adjourn the meeting. John Hackethorn made the motion, Adam Pinto seconded the motion; the motion carried. The meeting ended at 8:50PM.