

DELEGATE REPORT FOR ASSOCIATION'S MEETINGS

Date: December 3, 2014

From: Scott Rose, Ohio Association Delegate to the 2014 USATF Annual Meeting

During this year's Annual Convention in Anaheim, California, I was able to attend two Association related meetings. This report will be a compilation of the two meetings. I attended the following:

- Associations Workshop: Marketing and Branding on Wednesday, December 3 at 12:00 p.m.
- Associations Midwest Regional Breakout Meeting on Wednesday, December 3 at 4:00 p.m.

Jill Geer, USATF Chief Public Affairs Officer and Chelsey Chang, USATF Brand Manager presented the marketing and branding strategy for USATF. They have revised and updated the "USATF Association Brand Guidelines" which the association presidents have been given access to the online portal.

Highlights of the new branding guidelines are:

1. We are no longer "USA Track & Field". We are now "USATF". The change has been made for the purpose of marketing. USATF is not just track and field but have encompasses multiple sports and events that are not related to track and field.
2. USATF logo size and colors are no longer as restrictive. When modifying the logo size, the portions must be maintained. If the logo size is to be widen 50-percent in its "X" axis, than its length must be modify in the Y-axis the exact same percentage. The colors of the logo can be vary in conjunction with the background color of the material the logo is placed. The exact colors are explained in the guidelines.
3. Event logos for USATF events are now available from the Branding Manager.
4. Custom Artwork for T-Shirts: The USATF logo can be applied to event t-shirts. If the t-shirt is going to have artwork applied, the USATF logo cannot be included in the artwork. The USATF logo can be applied to the collar or the sleeve of the shirt. The guideline spells out the color options for the USATF logo depending on the fabric color.
5. Business cards are no longer done by USATF. The business card criteria can be found in the guidelines. The criteria can be taken to the printer of our choice and reproduce there.
6. Web standards are being modified and will be issued when completed.
7. There will be an email blast sent soon (I'm assuming to the association presidents) advising the release of a video tutorial.

At the Midwest Regional Breakout Meeting, it was announced that the 2015 association workshop will be the one day prior to the start of the 2015 Annual Convention in Houston.

During the meeting Richard Messenger presented the 2014 USATF Regional Volunteer Recognition Awards. This award was established to recognize those volunteers within our Associations that work tirelessly from year to year in support of their organization. Nominees typically have accumulated over 2,000 volunteer hours during their years in service. The president of each association may submit a nominee. Ohio Association LDR Chair, Paige Biglin was named as one of the award winners for 2014. Because Paige was not present meeting, Randy Hopkin, Ohio Association President accepted the award on her behalf.

Richard Messenger, Midwest Region Representative, advised that he is looking for news items and pictures for the Midwest newsletter. This includes items from the sports committees. Items can be emailed to him at messenger32@gmail.com or Midwest@regionrep.usatf.org