

2012 US Open Meeting Minutes

Friday July 20, 2012 – Caribou Gun Club

The meeting was called to order by Phil Murray at 6:30 PM on Friday, July 20, 2012. Phil Murray thanked everyone for attending the meeting; it's hard to get everyone together during a big shoot like the US Open. We'll keep this meeting as short as possible; however, we do have some business to cover. Phil asked for the roll call by Robert Crow.

Those present:

Industry

Thomas Bryant – Cabela's
Heyward Cunningham – Promatic, Inc.
Betty Krieghoff – Krieghoff International
Phil Murray – White Flyer Targets
Zach Snow – NSSF

John Calandro, III – Clay Shooters Supply
Jim Greenwood – Greenwood Custom Stocks
Anthony Matarese, Jr – AIM Shooting School
Andrew Perkins – Show Me Sports Corp.
Patrick Thomas – Rio Ammunition, Inc.

Range Owners/Managers

Ed Arrighi – American Shooting Centers
Frieda Lancaster – Claythorne Lodge
Dan Twitchell – Ben Avery Clay Target Center

David Fiedler – Battleborn S/C & Shooting School
Tim Miles – Coyote Springs Sporting
Randy Voss – Caribou Gun Club

Shooters

Vance Barnes – Hondo, TX
Andy Duffy – Polson, MT
John Hackethorn – Polson, MT
Chip Hutchison – Lakemont, GA
Zachary Kienbaum – Huntington Beach, CA
Ted Sapoznik – Vancouver, WA

Dr. Paula Benbow – Sobieski, WI
Steve Edmondson – Philadelphia, PA
Don Henderson – Marco Island, FL
Todd Kemmerer – Columbus, OH
Mary O Pitts – Myrna, GA
Brett Seibert – Lake Forest, IL

Those absent;

Industry

John Bauer – Remington Arms Co., Inc
Mike McAlpine – Clay Target Academy
Steve Schultz – TargetLine Shooting School

Scott Grange – Browning
John “Mo” Parsons – Target Setter

Range Owners/Managers

Daniel Bailey – Cardinal Shooting Center
David Kelley – David Kelley's Elk Creek Hunt Club
Anthony Matatrese, Sr – M & M Sporting Clays
Michael Mohr – Seven Springs Mountain Resort
David Rippetoe – Silverleaf Shotgun Sports

Joe B Cantey III – Hermitage Farms Shooting Sports
Richard Lanzilotta – Mid Hudson Sporting Clays
Jason Miller – The Shooting Academy
Jim Montgomery – Cajun Elite Shooting Club

Shooters

Robert Lepor – Cape May, NJ
Louise K Terry – Vero Beach, FL

Derek Moore – Chester, NJ

Guests Present were:

Judy Morris – Team USA Manager
John Commerford – Kriehoff International
Scott Robertson – Elm Fork Shotgun Sports

Josh Haygood – Bandito Films
Rick Hemingway – Backwoods Quail Club

Staff present:

Robert Crow – NSCA Director
Nichole Broekhove-Martin – NSCA Marketing Coordinator

Glynne Moseley – NSCA Assistant Director

Approve 2012 Annual Advisory Council Meeting Minutes

Robert Crow – The minutes of the January 2012 Annual Advisory Council Meeting was presented in the binder. The only major thing that was changed was under the Finance Committee. For all items approved by the Marketing Committee those items will go through the Executive Council for approval not the Advisory Council. This was a change to the minutes to match the original Rules Change Ballot from 2011. At this time we need a motion to accept the minutes. Frieda Lancaster made the motion to accept the minutes with Vance Barnes seconding the motion. The motion carried. The minutes of the January 2012 Annual Advisory Council meeting have been accepted.

NSCA Reports

Robert gave the membership report, as of July 15, 2012 which showed there were 22,380 members, a 3% increase or +727 members, compared to the same time last year. Target report as of July 15, 2012 showed there were 11,000,000 registered targets thrown. There were 2,000,000 more targets thrown last year at this time. The stats are actually flat; this is due to the US Open being later in the year than last year. There are 801 people registered for the 2012 US Open, which is slightly less than last year's attendance. By August 1, 2012, we should actually be ahead of last year once the US Open has completed. Having the World FITASC in the US will help raise the numbers even more. One other note on the target statistics; based on the Regional shoots compared to Zone shoots (comparing same geographical areas), there is a 42% increase in registered targets from last year. There were an additional 218,000 targets thrown at the Regional shoots, so far this year. There are some things that we need to improve upon; however, we are on the right track. This will be something the Competition Committee and the Advisory Council will work on moving forward.

Robert then discussed the Rules Change Ballot which went out in June, for vote. All of the items on the ballot passed; one of which has gone into effect immediately. This is item #6 – the use of the new Super Sporting rules started July 1, 2012. The new rules being sporting rules will apply; there must be a minimum of 3 traps per station and only single targets will be viewed prior to shooting. All 5 of the other items will begin January 1, 2013. There were 4 items that are related to classification. We have been in contact with our IT department, David Clifford and

Skip Laughlin, so they can make changes to their scorekeeping software programs to reflect the new rules. This will make things easier for the clubs, so there will not be any guessing regarding target minimums for the shooters. One of the new rules states that the last quarter of the previous year (October 1 – December 31, 2012) will be used to count for target minimums for State shoots, Regional shoots, US Open and Nationals in the New Year (2013).

The “NSCA Policy on measures decided by ballot” was updated according to the changes voted on at the January Meeting. See policy measures page in binder. The next item shows those delegates who voted and how they voted; it also shows those delegates who did not vote and those who voted late. Please note that if a delegate misses voting more than one time in a year they will be replaced as a delegate. They will be replaced by the next highest vote receiver in the 2011 election cycle. There will be one more vote on governance rules this year. If you know any of the individuals who did not vote, please make them aware of the voting rules and ask them to remember to vote on the next ballot. We want our delegates to be active in the association.

Robert introduced Judy Morris, Team USA Manager, to give a Team USA report. The estimate for total fundraising coming into the US Open is \$162,235.43. Some of the projects cost us money up front; however, we are making money in the long run. Currently we have raised \$20,300 in the Team USA tent while at the US Open. There is still the auction to be held on Saturday night and more ticket sales to make. We should be ahead of our total estimate of \$35,000 for fundraising at the US Open. We will be leaving a week from tomorrow for the World English Sporting Clays Championship in England. We have raised enough money for all expenses to be paid ahead of time. The only items the Team USA members have to pay for this year, is their lunches, dinner and daily practice targets. This is the first time we have ever been able to send the team overseas fully funded. For the World FITASC Team next year, we had planned to reserve \$30,000; we already have this much in reserve. We have already made room reservations ahead of time and have set aside stipend money for the Team Members.

Judy thanked those in the room for their assistance in fundraising; Ed Arrighi of American Shooting Centers and Anthony Matarese, Jr of M & M Sporting Clays for holding Team USA Super Schools at their clubs. Antony Matarese, Jr and Zach Kienbaum were instructors at the Super Schools. Thank you to Betty and Dieter Krieghoff for donating the K-80 for the raffle. Thank you to Patrick Thomas for providing ammunition for the Super Schools. Thank you to Don Henderson, John Calandro and Chip Hutchison for being Honorary Team Captains. All of you helped us make the \$35,000 for us to be ahead of schedule. We have launched a mini clothing line which we are selling in the tent. We will also have more items for the tent at the World FITASC Championship. We projected making \$30,000 while at the US Open; however, we have not had the auction, yet so we should be able to make that amount by the end of the auction. Robert thanked Judy for all of her efforts; great job!

Robert Crow asked Brett Seibert for an update on the World FITASC Championship coming up in August. Brett said they currently have 1,100 shooters registered. The tents have been ordered, and the catering is done. All parking will be on hard surfaces at the airport next door. We will be ready to go in August. We are hoping for cooler weather but in the Midwest you never know.

Robert Crow gave a report on the 2012 NSCA Nationals. At this time there are 950 signed up in the Main Event. The Super Sporting event has been increased to a 100 target event with 582 people signed up. I can see more signing up for this event there were 700+ signed up last year. We are right on track compared to last year. We should have another 1,600 or more for this year, like we had last year.

The next item is the 2012 Hall of Fame. The Hall of Fame banquet will be held on Thursday night of the Nationals, October 25. This year the inductees are Wendell Cherry, Mark Kiddie (deceased) and W Ray Newman (deceased) in the shooter category and Glen Lubeznik for the du Pont Service Award. There was no one nominated for the Hill Adams Award for this year. We encourage as many of you as possible to attend the banquet. Todd Kemmerer and Robert Crow will head up the banquet. We have some new and exciting things in store for this year. If you have any ideas or ways to improve the banquet; make it more fun and entertaining, please see me or Todd. See Lori Hartmann at NSCA Headquarters for tickets, which are \$45 per person.

Robert Crow introduced Rick Hemingway of Backwoods Quail Club, host club for the 2013 US Open. Rick reported that they are ahead of schedule in preparations for next year. They have 50 new shooting stands and 2 new roads on the property. He plans to travel to other shoots to promote the 2013 US Open. Many new people are interested in coming to South Carolina. We should have up to 1,200 entries. We are excited to hear the enthusiasm from the shooters about the area. Sponsors are looking for us, so they can make donations to the event. A lot of the lodging in the area is locked down for the US Open; however, we are making shooters aware that there is more lodging in the area. Some of our lodging locations have beach front property. Please share what you like or don't like about this year's US Open so we can make improvements and avoid any problems. We are working on having some entertainment on Friday and Saturday nights. We want to do something different and better than other US Open events.

Robert Crow talked about the Save the Dates sheet in the binder. All of the Major Championships are listed for 2013. All of the World Cup events have just been voted on last week and have been included in the list. The 2013 US FITASC Grand Prix will be held on January 31-Feb 3 at South Florida Shooting Club. This event immediately follows the weekend after the Winter Advisory Council Meeting which will be held January 25-27, 2013 in San Antonio. The Executive Council Meeting will be January 23, 2013. The World English Sporting Clays Championship will be held in April 23-28, 2013 at National Shooting Complex in San Antonio, TX. The World FITASC Championship will be held July 11-14 in Spain. The Pan American Championship will be held in Guadalajara, Mexico on May 23-26, 2013. There will be a group promoting the Pan Am at the 2012 Nationals.

U.S. Open Bids

Robert Crow announced the 2014 US Open bids, which have been submitted by Ben Avery Clay Target Center in Phoenix, AZ and Claythorne Lodge in Columbus, KS. There will be no discussion tonight; all presentations will be made at the Advisory Council meeting at Nationals, where voting will take place. Please read the two bids made by the two clubs, in section 4 and 5

of your binder. Please, take time to visit with Sam and Frieda about Claythorne Lodge and with Dan Twitchell about Ben Avery Clay Target Center. They will be happy to answer any questions you may have. Robert asked if Dan Twitchell would like to add anything regarding Ben Avery. Dan said that Ben Avery is owned by Arizona Department of Fish and Wildlife. Dan said that Ben Avery has expanded with the ownership of AZ DF&W and will be able to hold the US Open. The US Open needs to be in the Western Region of the country; it has not been held there since 1999. Ben Avery has 1,600 acres to use for target setting and there are 600 AZ DF&W people to help put the event on.

Robert asked Frieda Lancaster if she would like to add anything. Frieda asked everyone to get with Sam or herself for any questions or suggestions regarding the US Open at Claythorne Lodge. Robert thanked both Dan and Frieda for bidding on the 2014 US Open; both clubs are very nice and capable of hosting the US Open.

Committee Updates

Robert Crow asked for committee updates. Bob Lepor is the Chairman of this committee; however, he is absent. Dave Fiedler, Vice-Chairman of the Rules and Governance Committee, stated that the rule changes have been voted on. All rules were passed; hopefully for the best. Dave said that we need new wording in the rule book to address the issue of the past chairman position in the governance structure.

Steve Schultz, Chairman of the Competition Committee is absent, so Robert talked about the 2013 World Cup events. The time lines were changed so we could give the dates for the Major Championships here at the US Open. The second item, Robert mentioned is that he was approached by several top shooters while at the US Open, regarding the Tuesday/Wednesday rotation as well as the four day rotations for the Main Event at Nationals. The two day rotation is being criticized by the "Pro Shooters" because they think it would not be fair if the HOA, RU or Third positions of the Main Event were won by someone shooting the two day rotation. They feel those awards should be won by someone shooting the four day rotation. We need to discuss this item. The whole reason that we came up with a two day rotation was because we were in danger of maxing out in the Main Event and we wanted a way for more people to shoot the Main Event at Nationals. It was suggested that we go to this two day rotation so we could have more people shoot the main event, it was discussed and voted on during the 2012 January Annual Advisory Council meeting to go with the two day rotation for the Main Event. This will not affect the classes and concurrent shooters, only the HOA, RU and THIRD HOA positions in the Main Event. At this time the juniors and sub-juniors can shoot a two day rotation on Saturday and Sunday and have done so for years with no problems. Robert opened the floor for discussion and possible vote to decide what to do. If we decide to make any changes in this meeting; I will inform Lois and Skip, first thing tomorrow, so they can make proper changes to Winscore programming for Nationals.

Anthony Matarese, Jr stated that if you choose the two day rotation, you should be able to win HOA, RU or Third positions; however, you cannot change your schedule if you think the weather will be bad on your days to shoot. You get the luck of the draw. You should be able to win in any choice of rotations. If you want to make a change you have to make any changes 2 weeks prior to the Nationals beginning. Once you have made your choice after the 2 week

deadline there are no changes to be made. A top shooter should be able to win under any conditions.

Andy Duffy doesn't like the two day rotation due to weather conditions not being the same for everyone. Zach Kienbaum agreed with Andy.

Scott Robertson agrees with Anthony Jr. If you're going to offer a 2 day rotation, whoever wins; wins. You voted this in and it is what it is. If you want to make changes, vote to change it next year. Everyone has the same opportunity to shoot the two day rotation or the 4 day rotation. I agree with have a deadline date to make changes to stop anyone trying to play the system.

Paula Benbow suggested we try it this year to see what happens. John Hackethorn agrees with Paula; try it this year the way Anthony, Jr suggested, to see what happens. If it doesn't work out we won't do it next year.

John Calandro suggested we take the top 20 shooters and make them shoot the same times and the 4 day rotations.

Vance Barnes agrees with Anthony, Jr; once you choose your rotations you bought it and no changes can be made.

Ed Arrighi said he can see the positives and the negatives. On the positive side we are helping those who can't take the time off work to shoot the 4 day rotation. On the negative side, we have to ask, will other top shooters back out of the Nationals if a great score is shot on the 2 day rotation?

Todd Kemmerer said we are not trying to re-write what was decided, but do we have enough interest to vote to make an amendment to what we are doing?

Tim Miles asked, what is the ultimate objective? Now we have an initiative to have the top shooters shoot together. The basis of the top shooter complaint about having to shoot together was that we don't pay them to shoot, so don't tell us when we have to shoot. Now they can't say that; our objective is to have them shoot together.

Scott Robertson said the objective is to grow the Nationals; however, we can't do both; have more people at the Nationals and have the top shooters shoot together. If you want to create a spectacle or have something that will draw media to film the top shooters; it has to be something else besides Nationals.

Andy Duffy said that it was a lot more stressful to shoot a 4 day rotation than a 2 day rotation. Everyone should be shooting the same number of days.

Robert asked for a show of hands for those who want to keep the 2 day rotation and the 4 day rotations, but have a 14 day deadline date for making any changes to the rotations; you will be eligible for winning HOA, RU and Third positions with either rotation. All in favor

15 out of 27. Motion carried. This will be put on the website as soon as possible for everyone's information.

Robert asked if anyone else on the competition committee had anything else to add. **Someone asked if you walk in on Monday or Tuesday to sign up how does that affect your entry? It was stated that if you want to win HOA, RU or THIRD positions, you have to sign up 14 days prior to the Main event at Nationals.**

Scott Robertson asked about any changes to the Championship Tour point's races. Robert said that would be under the Awards Committee. Robert said that at this point to his knowledge, nothing has been changed. The Championship Tour is based off of Main Events at the Championship Tour events, which are the 5 Regionals, US Open and Nationals. The points are calculated by dividing your score into the HOA score. Robert said the Team USA points were calculated the same way. Whether it's for the Championship Tour or Team USA, all points are calculated the same. Awards will be given to the best competitor out of those seven events based off head to head competition. Scott asked why the process was changed from what his committee decided. Scott said points should be awarded by All-American points in all events shot at each of the seven shoots. Scott wanted to know why it was different than when his committee set up the Championship Tour; when was the format changed? Robert said he was going by the proposals given to him by Joe Kennedy. Robert said he had several discussions with Joe Kennedy while creating the race. Joe had written up the procedures and Robert went off the documents that Joe created. Scott wanted to know why no one called the former chairman of the competition committee (Scott Robertson) to tell him of any changes that were made to the procedures. The tour was created to increase the participation in the Regional Shoots; it was to be an incentive for people to want to go to the Regional Shoots. To base the point races on just the Main Events is not the way it was to be done. Paula Benbow (who sits on the new awards committee) said that no one knew what the point race was because it had never been done before. Scott wanted to know why no one on the new committee asked questions of the old committee. Todd Kemmerer asked to stop the discussion because of time constraints on the meeting. He felt nothing would be resolved tonight.

Robert Crow introduced Mary Pitts, Chairman of the Marketing Committee. Mary said the marketing committee and sub-committees have been very busy. There have been a few people who have put their heart and soul into the committee work. Please thank all of them. Patrick Thomas did a lot of research on putting together how best to exhibit NSCA at Trade Shows. We have purchased a display to use at any trade shows where we will be appearing. This gives us a very professional look.

The Groupon pilot program for 7-10 clubs, 60 day standardized program was done. It was not as easy to put together as previously thought; John Commerford, Anthony Matarese, Jr, Robert Crow and Mary Pitts went forward and completed the program. The clubs involved were National Shooting Complex, Coyote Springs, Michigan Shooters Center, Northbrook, Big Red Oak, Caney Creek, and a few others. NSCA has already started. They are reporting a medium sized market of 346 shooters with \$7,266 made for the club. What's more important is the number of new shooters introduced to shooting. We need to start branding NSCA. With the approval of the marketing committee, we provided a safety kit made up of shooting glasses, ear

protection with the NSCA logo on the items. These items were placed in a goody bag with other information about NSCA. Samples these items were handed out for the Advisory Council to see.

NSSF gave NSCA a grant for the Groupon program. Shooters will be asked to complete a survey. After 3 people have completed surveys, the club will get a free box of clay targets. Other clubs have scheduled dates that will work for them. We should have some statistics by Nationals. We have developed a standardized program for other clubs to follow.

Someone asked what is the Marketing Program doing with the money budgeted to them. Mary said the shooting glasses and ear protection kit purchased was a start. They were handed out for each of the Groupon programs at the pilot clubs. There were goodie bags made up for the ladies and youth promotional program at Caribou Gun Club. Each bag contained safety glasses, ear plugs as well as a safety video. 50 of these goodie bags have been handed out so far. This is a small start but we have to start somewhere.

Nicki is the Marketing Coordinator. She is working on a plan and is also working with the committee in developing the recreational shooter membership program. A video was shown of the proposed program. Some of the points made in the video were:

- Who are we trying to recruit?
- This program must sell itself.
- Convert active non registered shooters into recreational shooters.

We need the gun clubs to get these people to become members. The key is; we want the non-shooter to join NSCA, then we want them to renew their membership. Eventually we want them to become competitive shooters. We need to be able to guide them in the right direction. We must have the correct information to give them. You can't get anyone to sign up without the use of a gun club. Most people going to a gun club are not members. The value is, they must be able to get their money's worth back; in other words we have to provide them with Great Value. The gun clubs are our sales force; we need to give them the tools to get shooters involved. We are proposing the recreational membership be a \$30 membership. If you have ideas and suggestions call Mary Pitts. We will consider ideas and suggestions.

Robert Crow introduced Andy Duffy, Chairman of the Instructor Committee. Andy said the original intent of the instructor course was to teach someone how to shoot sporting clays. The price was \$500 for a 3 day course. We want to build professional shooters. If the instructor students failed they could come back to re-take the course. We need competent people who know how to shoot to be an instructor. We want people who really want to learn how to be instructors or a "Club Pro". This will be a separate program from the Level I, II or III. You will have to pass the curriculum. Basically what we are trying to do is have a core group of professional instructors. We can use the instructor program as a tool to have membership retention. If we have competent instructors we will have more members. We need to tie the instructor program with the marketing program. Part of the educational process is teaching how to set targets, and how to run a shoot. We have to be able to educate the students and fail them if they don't learn what we are teaching them. Priority is to have competent shooters to be the

instructors. We want 10 “Club Pros” in separate regions to be the teaching instructors. This will be a revenue stream. Each “Club Pro” will pay their yearly dues of \$100.

Robert Crow introduced Ted Sapoznik, Chairman of the Finance Committee. Ted said the primary goal of the Finance Committee is to enhance transparency of the financial stance of the NSCA to the membership. Create a simple high level statement for the members that we can put in the magazine and on the website. We will be working with the committee to create this report. We also need an all-inclusive report. All this time it is an 80% complete report. We want to break out all events that NSC does, not just the Nationals. Louise Terry will help work with Steve Scales, Finance Manager. We will get consensus from the committee and the whole Advisory Council in order to go forward. It will take time but Ted is willing to take the time.

Robert Crow introduced Todd Kemmerer, Chairman of the Awards Committee. Todd and Robert are working on making the Hall of Fame Awards Banquet more fun and enjoyable to get more people to attend. Paula is to help with the development of the banquet.

Bandito Films

Robert Crow introduced Josh Haygood of Bandito Films. Josh is a member of NSCA and wants to help promote NSCA. Josh wants to help get Sporting Clays on TV as a program. We need recognition. It’s fast and fun and people will want to watch it. It could be the next big sport in the country. The time has come to use this to help grow the sport. Sponsorship will come. Once you’re on TV the big sponsorship will show up. Josh showed a sample program of what his show would look like. Robert said we will be making the decision to use Bandito Films at a later date. Thank you, Josh.

New Business

Robert Crow introduced Tom Bryant of Cabela’s. Tom talked about the Big Blast and the Mega Blast requirements. Tom suggested that the NSCA consider giving Big Blast or Mega Blast credentials to shoots with a certain level of registered targets. Example: The 6-2-6 Shoot in Colorado that consists of 6-Clubs in 2 days in 6 events. The event drew 136 to shoot all the targets which were 89,000 registered targets. This was not a big blast, yet, but the potential is there. Robert said at this time, Big Blasts are any events of 200 to 299 entries and Mega Blasts are shots of 300+ entries. NSCA will pull the registered target stats on Big Blasts to see where this number would need to be.

Paula Benbow suggested we do a new category called Multi Shoots similar to the Iron Man shoots held in Wisconsin. The Iron Man shoot is held at 4 clubs over 2 days. A shooter must attend all events offered at the 4 clubs.

John Calandro suggested that the Regional Championships need to be vetted by the Advisory Council like we do for the Nationals and the Texas State Championships. The Western Regional was not vetted and there were several problems with the Western Regional Shoot. We need to get a group of Advisory Council members who will be able to get to the Regionals ahead of time and help the range owners hosting the Regional Shoots. We need to critique the big shoots and spread the information to the clubs.

Paula Benbow talked about the All-American Team. All-American Team was supposed to be an honor. All American Team should not be sub-divided into sub gauge. We would be better off having state small gauge teams instead of All-American sub-gauge Teams. All-American used to be a high honor. Now it's all watered down with the 12 gauge, 20 gauge, 28 gauge and .410 bore teams. We need to try to make a change before another year goes by.

Scott Robertson made the comment: as a range owner; why stop people from shooting the small gauges for All-American points? The numbers for small gauge shooting is up. Don't separate or stop small gauge All-American Teams. Many people don't have enough time to shoot to make points for teams. The participation is up for small gauges. Don't change what we have going.

Todd Kemmerer said the Awards Committee needs to discuss this topic more before making a decision.

Robert asked for a motion to adjourn the meeting. The motion was made by John Hackethorn, with Phil Murray seconding the motion. The meeting was adjourned at 9:15 PM.