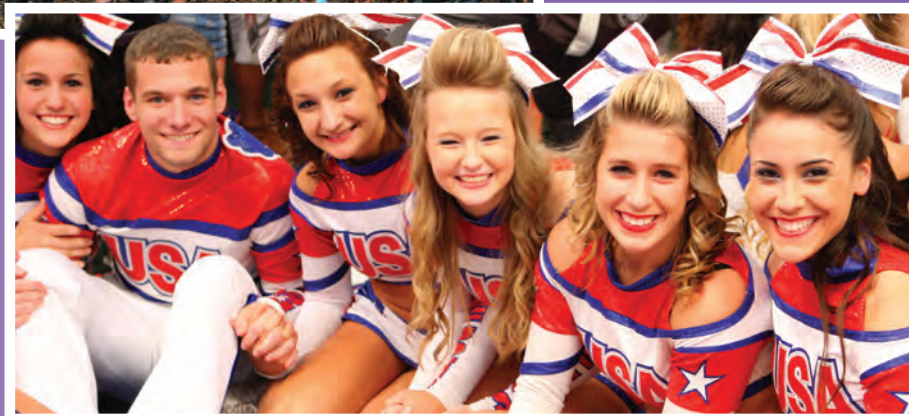




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USASF 2013 Annual Report



President's Letter

Mission

To support and enrich the lives of our All Star athletes and members. We provide consistent rules, strive for a safe environment for our athletes, drive competitive excellence, and promote a positive image for the sport.

Board of Directors

Jim Chadwick, President

Mike Burgess, Vice President

Happy Hooper, Sec/Treasurer

Brian Elza

Colleen Little

Dan Kessler

Elaine Pascale

John Newby

John Nichols

Justin Carrier

Jeff Fowlkes

Kathy Penree

Kristen Rosario

Mack Hirschberg

Morton Bergue

Steve Peterson

Tara Patton Harris

The key programs of the USASF are focused directly on promoting and encouraging the safest possible environment for cheer and dance athletes to train and compete. Coach credentialing, safety judge certification, event sanctioning and safety guidelines reach collectively across all aspects of All Star to protect athletes in their gyms and studios and at competitions.

The USASF credentialed more than 350 cheer coaches in 2013, bringing the total to over 4000 credentialed. Dance credentialing was available for the first time, attracting more than 100 participants. 350 cheer and 84 dance judges were Safety Certified. Additionally, a new program was created and implemented for dance Panel Judge Certification in Jazz, Pom and Hip Hop. More than 90 event producers are members of the USASF and meet the minimum safety standards for event sanctioning. Cheer and dance safety rules continue to be discussed, clarified and modified as safety concerns are considered through the Rules Committee process. A Universal Score Sheet for cheer is being tested through the 2013-14 competition season and is scheduled for full implementation at Worlds in 2015.

USASF Regional Meetings saw a 38% increase in participation over 2012, and were organized as part business meeting, part educational conference for coaches and program owners to gather around the theme "Share, Connect, Unite."

Perhaps the most significant news for the organization in 2013 was the repayment to Varsity Spirit Corporation of the startup loan that funded the USASF launch in 2003. The USASF Board approved plans to relocate the USASF offices to a new location in Memphis later this year. The Board will oversee planning and budgeting to insure the financial stability of the USASF going forward.

Our Standing Committees and Boards were very active in 2013, moving forward discussions and initiatives in every area including rules, sanctioning standards, Worlds and all issues key to our mission. With a USASF Board Member serving as chairperson of each Standing Committee, we have a solid structure in place to continue the efforts that support the sport of All Star.

We're looking forward to a 2014 filled with unprecedented participation from our members and a continued focus on supporting all members in ways that promote positive and safe participation in All Star.

Sincerely,


Jim Chadwick
President and Chairman, USASF



COMING IN 2014

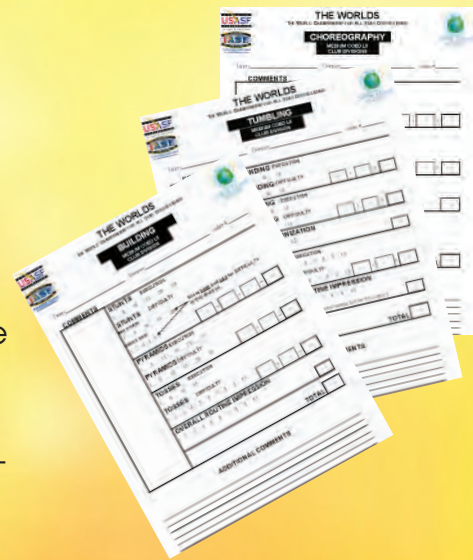


Athlete Membership

A new and streamlined Athlete Membership program will begin with the 2014-15 membership season. Athlete Membership puts all star on a comparable footing with other organized youth sports, is the logical next step in evolving All Star to be widely recognized as a legitimate sport and will allow the USASF to provide full support for athletes through current programs and through additional benefits to be launched in the new membership season. An annual Athlete Membership fee of \$30 for all athletes will begin August 1, 2014.

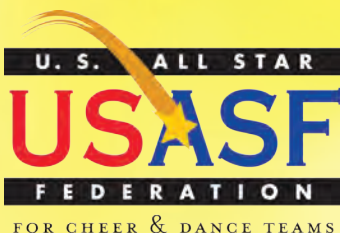
Cheer Universal Score Sheet

The USASF Worlds Score Sheet Committee and the NACCC Universal Score Sheet Committee have been collaborating to align scoring philosophies and direction with the goal of establishing one scoring standard for All Star that can be utilized at all events, including The Cheerleading Worlds. The committees have outlined a plan that fully tests the scoring process, trains judges, coaches and event producers and implements a Universal Score Sheet by Worlds, 2015.



New Website Launch

The USASF will launch a completely redesigned and reorganized website, providing an easy to navigate and comprehensive view of how the organization was started, how we work, committee initiatives, meeting minutes, who is involved and how to get involved. The site will be a helpful tool to members and non-members for learning about the USASF and staying informed on all activities within the organization.





Meeting Restructuring

For the first time, all USASF Standing Committee meetings will be held in one week-long convention, bringing together cheer and dance discussions and planning for all parallel programs. Previously, cheer and dance committee meetings were held separately. This combined week will allow for joint and separate sessions and a more unified structure for cheer and dance.

The NACCC Annual Meeting will now be held after the Regional Meetings rather than before so that input from members about rules proposals and other topics can be gathered in each of the regions first, then brought to the Annual Meeting for discussion and voting. The meeting will be in Chicago this year and will move to rotating locations in each region, annually.

Professional Membership

The USASF is strongly encouraging Professional Membership for all coaches and program owners and requiring it for all members who want to participate on Committees and Boards and be eligible to vote in elections. We will begin posting a listing of all Professional Members on USASF.net.

Professional Membership acknowledges status of General Member in good standing, qualifies the member to participate on boards and committees and grants associated voting privileges. Professional Membership also designates that the member has passed a Background Check, giving parents in the All Star community assurance that they are enrolling their child in a program that is run and coached by individuals that meet the standards set forth by the National Council of Youth Sports. Similarly, All Star owners and coaches can be confident that the people they choose to bring in contact with their All Star athletes and dancers meet those standards.



USASF Finances 12 months ending December, 2013		2013
Revenue		
Membership Dues	\$	837,001.71
Services (regional mtgs, coaches' conference, credentialing)	\$	962,783.74
Sponsorship	\$	58,460.21
Income from World Championship (1)	\$	1,130,791.23
TOTAL	\$	2,989,036.89
Expenses		
Member Program Expenses (2)	\$	754,406.35
Member Specific Services (3)	\$	938,240.74
Administrative (4)	\$	815,344.77
Total Operating Expenses	\$	2,507,991.86
Overage	\$	481,045.03
Line of Credit paydown		(442,841.65)
Less: increase to prepaids/AR		(18,936.38)
Plus: Increase in AP/customer's deposits/accrued liabilities		807,836.84
Plus: depreciation (net of fixed asset purchases)		20,027.92
Net increase to cash	\$	847,131.76
Add back: cash on hand at 12/31/2012	\$	111,126.15
Cash on hand at 12/31/2013	\$	958,257.91

Loan Balance to Varsity at 12/31/13	122,205.54
Loan Balance to Varsity at 12/31/12	565,047.19
Loan Balance to Varsity at 12/31/11	655,177.25
Loan Balance to Varsity at 12/31/10	805,289.15

- (1) Income after Worlds operating costs (including registration, travel, hotel, ground transportation, Disney, production costs, television, insurance, staff, VIP gala, prizes, athletes' party, judges)
- (2) Scholarship expenses, payroll, insurance, program support supplies, travel, regional director exp.
- (3) Costs of regional meetings, travel, communications, website expenses (hosting and video production costs)
- (4) Rent, utilities, phone, payroll, insurance, legal fees, depreciation, bank service charges

NO FEES ARE PAID TO VARSITY FROM U.S. ALL STAR FEDERATION