



2024 Annual Meeting Minutes

Thursday, August 15, 2024 at 6:00pm MT

Meeting held in person and virtually via Zoom and Recorded

Presented By: Rod Menzer, CEO and Mary Emmons, Chief of Sport Performance and Operations

BOD in Attendance in Person: 1

Total USAA Member Attendance: In person – 50, Online - 59

CEO Menzer presented on the following:

- USA Archery Mission Statement
- 2024 Financial Budget
- Board of Director Elections
- Team USA Athletes' Commission Elections
- Athlete Advisory Council Elections
- USA Archery Staff Update
- Social Media Dashboard
- USA Archery Sweepstakes
- Instructor and Coach Dashboard
- USA Archery Education Hub Upgrade
- Virtual Symposium
- Coaches Workshop
- High Performance Programs
- Annual Event Magazine
- Events Participation Dashboard
- 2024 Barebow USAT Survey Results
- 2024 International Events
- Paris 2024 Paralympic Team
- Paris 2024 Olympic Team
- Paris 2024 Olympic Medalists
- Paris 2024 Archery Pass

Mary Emmons presented on the following:

- Membership and Club Dashboard
- Customer Service Satisfaction

- 2024 USA Archery Member Satisfaction Survey
- Areas of Focus- Member Feedback
- Athlete Safety Dashboard
- Sports Development Grants
- 3D Target Grant
- International Team Athlete Grant
- Adaptive Outreach
- USA Archery Insider's Club
- 3D Achievement Award Program
- Event Participation Pins

Menzer and Emmons answered questions from the members.

The presentation was recorded and posted at www.usarchery.org.

Link: <https://www.dropbox.com/scl/fi/r2wk4bg2yaeco909f5c1z/2024-Annual-Meeting.mp4?rlkey=oucpjbdoeeg62pxowmjrg1ita&dl=0>

Meeting was adjourned at 7:40 PM MT.



2024 ANNUAL MEETING

Please submit questions via the Q&A Box



USA ARCHERY – A SPORT FOR EVERYONE

MISSION STATEMENT

The mission of USA Archery shall be to enable United States athletes to achieve sustained competitive excellence in Olympic, Paralympic, World Championships and international competitions and to promote and grow the sport of Archery in the United States.

ABOUT USA ARCHERY

USA Archery provides the necessary resources to foster strong athlete participation, competition and training in the sport of archery. Membership in USA Archery is open to everyone involved in all disciplines of archery including target, field and 3-D. USA Archery sanctions more than 350 events annually and conducts indoor, outdoor and collegiate National Championships as well as the United States Archery Team Qualifier Series. USA Archery also provides youth and adult archery programs and clubs throughout the United States, and certifies archery instructors, coaches and judges.





2024 FINANCIAL BUDGET

Revenue by Source	Dollar Amt.	Percent
Membership Dues	\$1,525,240	24%
USOPC	\$1,290,000	21%
Other Grants	\$970,264	15%
Registration Fees and Bid Rights	\$799,103	13%
Online Courses and Background Screen Fees	\$742,466	12%
Program Merchandise and Equipment Sales	\$422,000	7%
Corporate Sponsorships and Fundraising	\$245,000	4%
Value in Kind	\$152,440	2%
Camps and Program Fees	\$149,698	2%

Expense Breakdown by Activity	Dollar Amt.	Percent
High Performance Programs	\$1,446,943	22%
National Events	\$1,004,826	16%
Administration	\$794,382	12%
Membership	\$762,623	12%
Outreach/Sport Development	\$399,929	7%
Coach and Judge Education	\$508,867	8%
Para High Performance Programs	\$355,358	5%
International Events	\$500,139	8%
Marketing and Communications	\$544,034	8%
Sponsorships and Fundraising	\$149,302	2%

2024 BOARD OF DIRECTORS ELECTIONS

2024 USA Archery Board of Directors At-Large Election

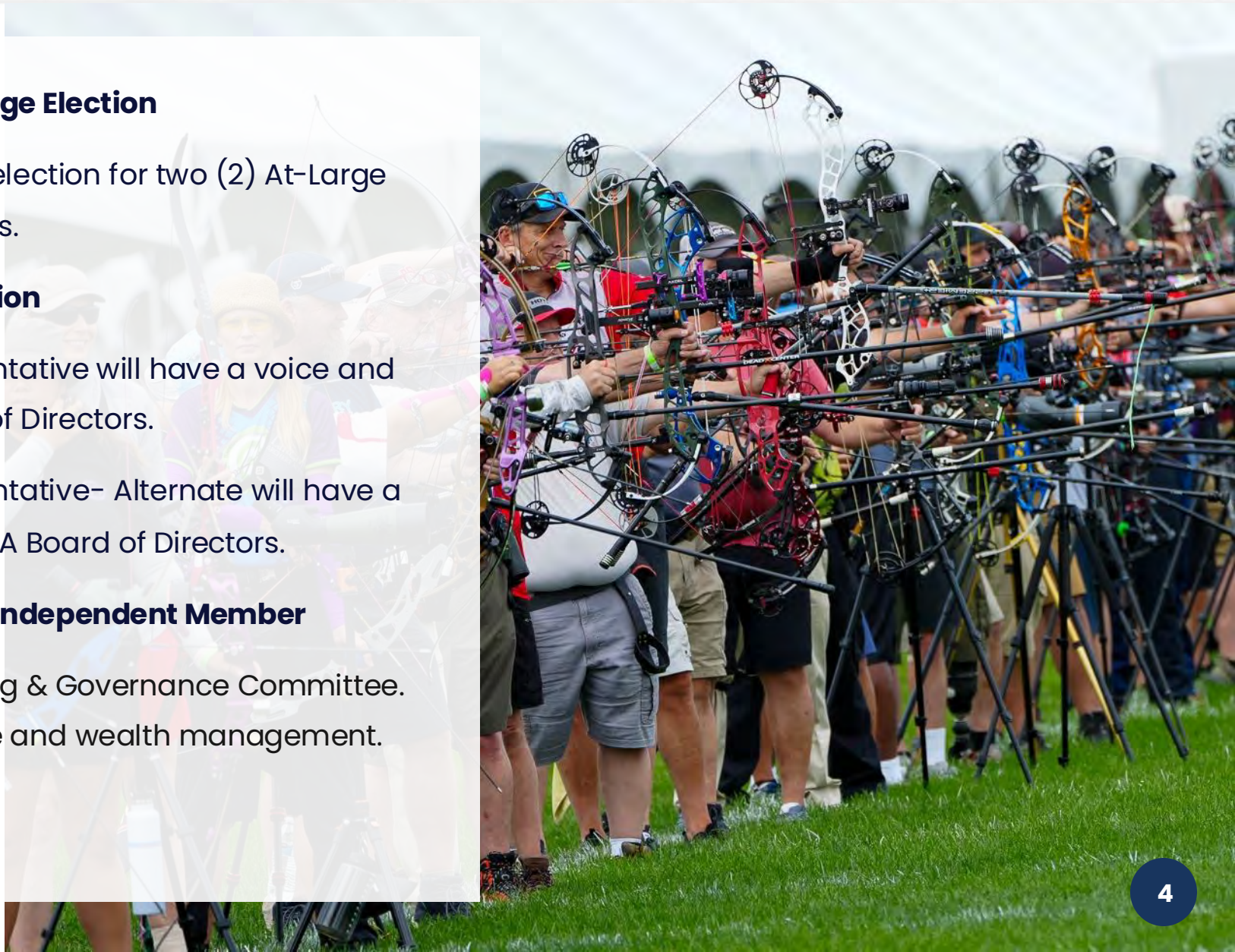
USA Archery (USAA) is currently running an election for two (2) At-Large Director seats on the USAA Board of Directors.

2024 Team USA Athletes Commission Election

- The elected Team USA AC Athlete Representative will have a voice and vote as a full member on the USAA Board of Directors.
- The elected Team USA AC Athlete Representative- Alternate will have a voice as a non-voting member on the USAA Board of Directors.

2024 USA Archery Board of Directors- New Independent Member

Erin Niehaus was selected by the Nominating & Governance Committee. She has an extensive background in finance and wealth management. She will serve a term of 2024-2026.





2024 ELECTION TIMELINES

USA ARCHERY AT-LARGE BOARD ELECTION

POLLS OPEN
OCTOBER 1

POLLS CLOSE
NOVEMBER 5

TEAM USA ATHLETES' COMMISSION ELECTION

CALL FOR
NOMINATIONS
OPEN
OCTOBER 1

POLLS OPEN
NOVEMBER 8

POLLS CLOSE
NOVEMBER 18



2024 ATHLETE ADVISORY COUNCIL ELECTIONS

USAA held an election for the Athletes' Advisory Council and Para Athletes' Advisory Council. The following athletes were elected:

Para AAC Recurve Representatives:

- Kevin Mather
- Candice Caesar
- Karen Sternfeld

AAC Recurve Representatives:

- Trenton Cowles
- Catalina GNoriega



2024 STAFF UPDATES



Brad Fiala

National Events Manager

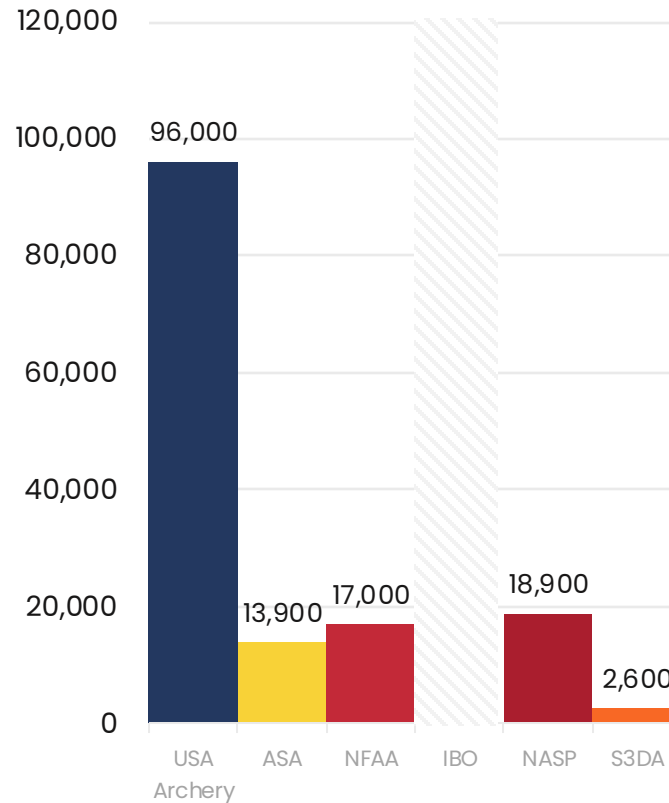
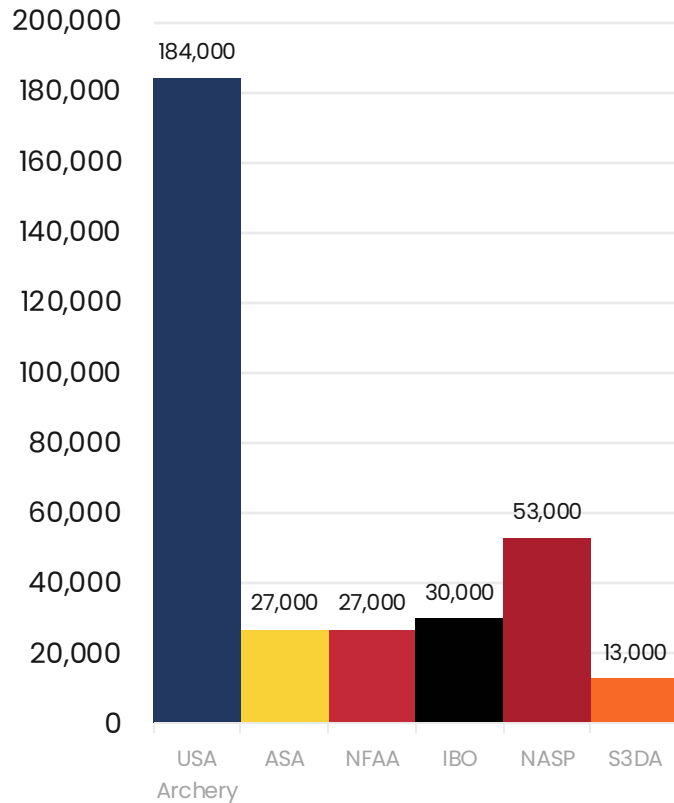


Amanda Mangum

Directors of Events



2024 - SOCIAL MEDIA DASHBOARD



Subscribers: **15,688**

2024 Hours Watched: **13,731**

YouTube Views (aggregate): **2,057,736**

#1 Video (2024)



2024 Indoor Nationals Final - Men's Barebow: Bisinger vs. Way

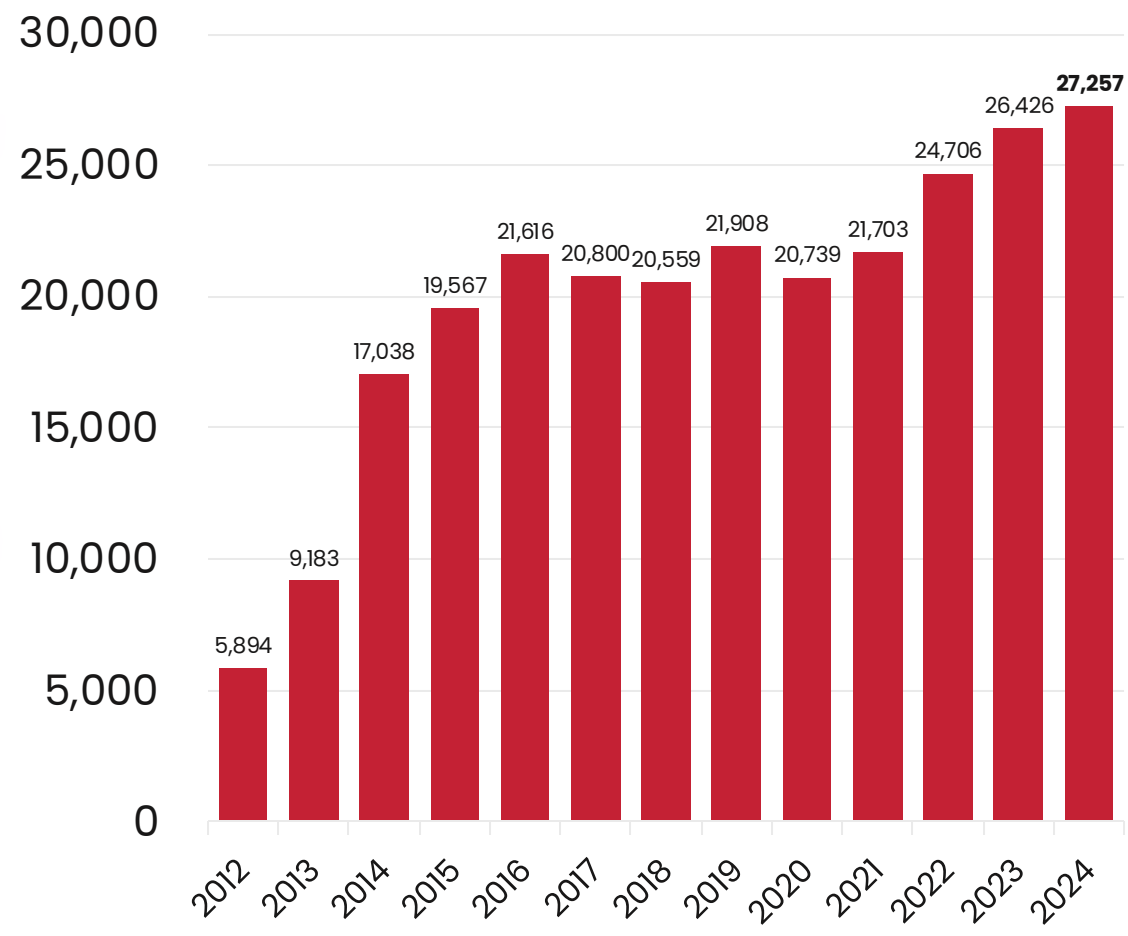
USARCHERY.ORG Unique Web Visitors (last 12 months): **462,000**

USARCHERY.ORG Total Page Views (last 12 months): **2,207,835**

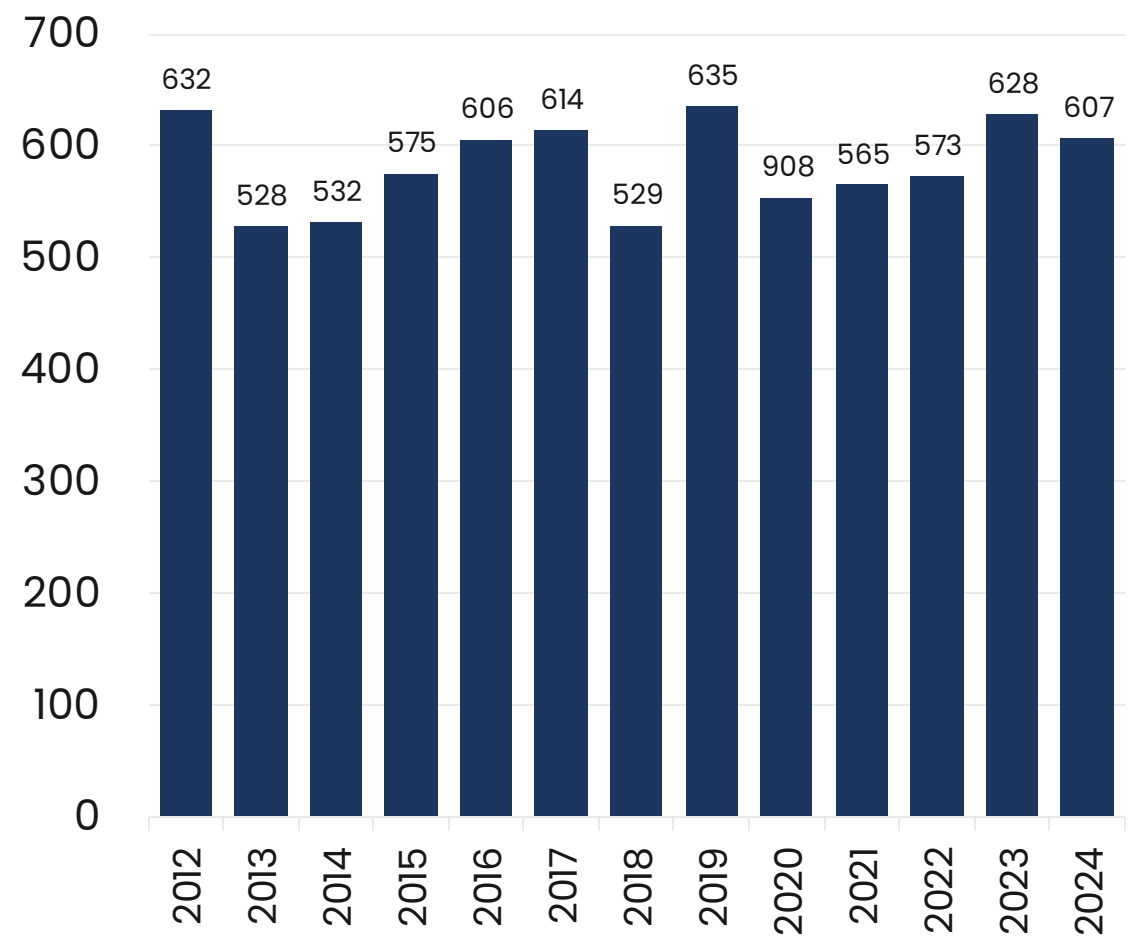


MEMBER AND CLUB DASHBOARD - YTD

Membership



Club Membership





USA ARCHERY – CUSTOMER SATISFACTION STATISTICS

- **8,831 customer service tickets** have been submitted to USA Archery through July 1st.
- **92%** of tickets are resolved within 24 hours
- Overall Customer Satisfaction Rating of Good: **96.1%**



2024 USA ARCHERY MEMBER SATISFACTION SURVEY

Member satisfaction remained high (72% of members were very satisfied or satisfied) .
 The 3-year adult members were most satisfied (80%), followed by youth members (74%).

Perceived
 value
 increased 7%
 since 2021

63% of member reported a good to excellent perceived membership value (compared to 55% in 2021) and 28% reported a fair value.



Member dissatisfaction [thematic analysis]

Of the those who completed the survey and reported they were dissatisfied with their membership or the perceived value of their membership, the following themes were provided:

- Reason 1 Limited awareness of all of the benefits provided to members
- Reason 2 Disagreement with USA Archery DEI efforts and programs
- Reason 3 Perceived value of member benefits based on participation levels

- Reason 4 Additional fees to participate in events after joining as a member
- Reason 5 Perceived balance of providing benefits or services to elite vs. non-elite athlete members
- Reason 6 Disagreement with USA Archery athlete safety requirements

Areas of Focus Based on Member Feedback

The top 5 areas members would most like to see USA Archery allocate time, funding and resources are:

- › Youth Events
- › Local/State Events
- › Collegiate Archery Program
- › Club Business Development
- › Explore Archery Program



ATHLETE SAFETY COMPLIANCE AND PREVENTION

2024 U.S. Center for SafeSport Event Audit

- › The California State Indoor JOAD Championships was the first state event to be audited. Fully implemented/ passed – January 2024

Online Reporting Form for filing a Complaint

- › Allows user to submit anonymously

Athlete Safety Dashboard is updated quarterly on USA Archery website

- › Can be accessed via the Resource Center or USAA's SafeSport webpage.

Training for Level 3 Coaches and International Teams Staff

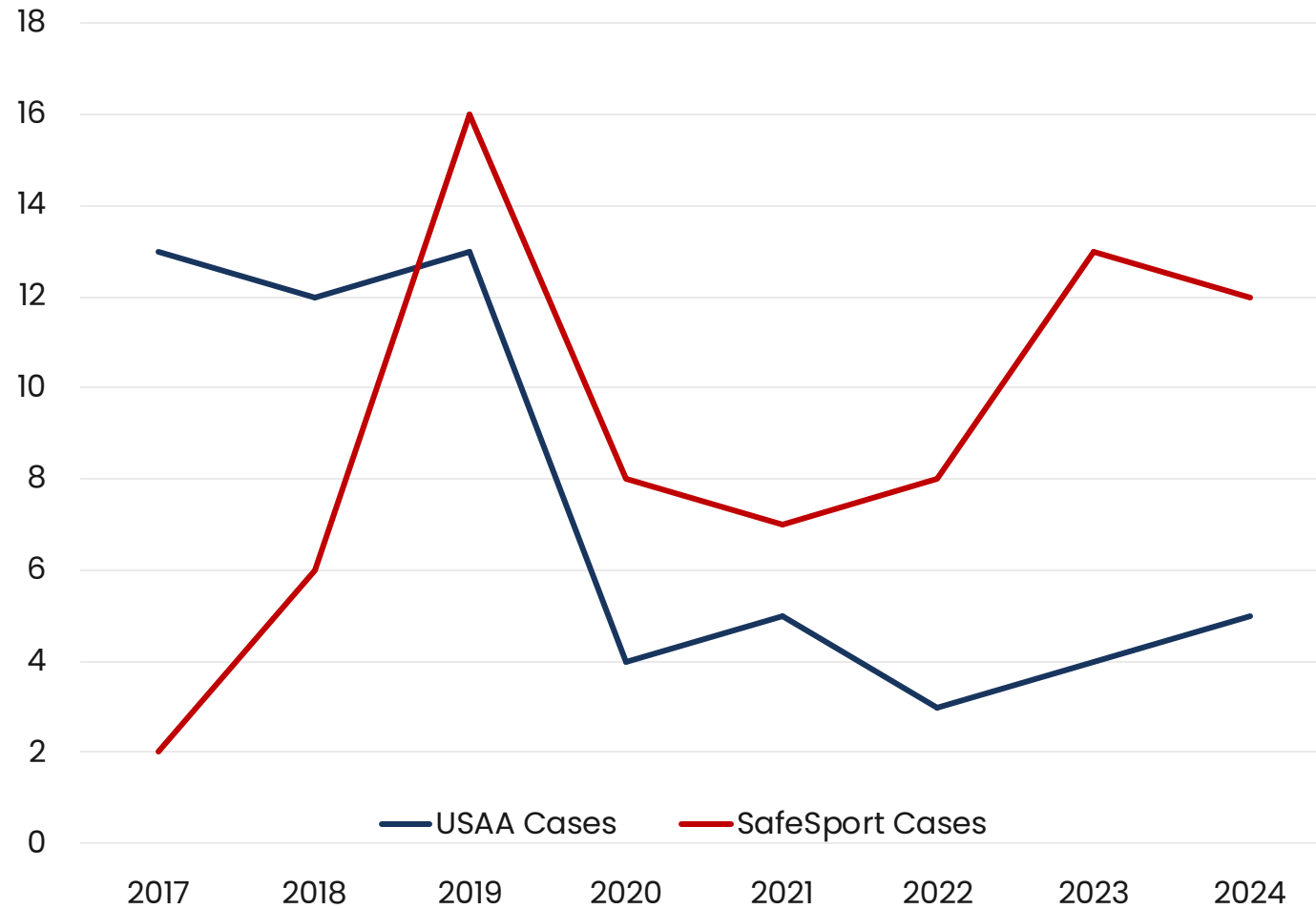
- › Best practices for professional boundaries and complaint prevention/mitigation





2024 ATHLETE SAFETY DASHBOARD – Through June

USA Archery vs U.S. Center for SafeSport Cases



Total USA Archery Cases 2024
5

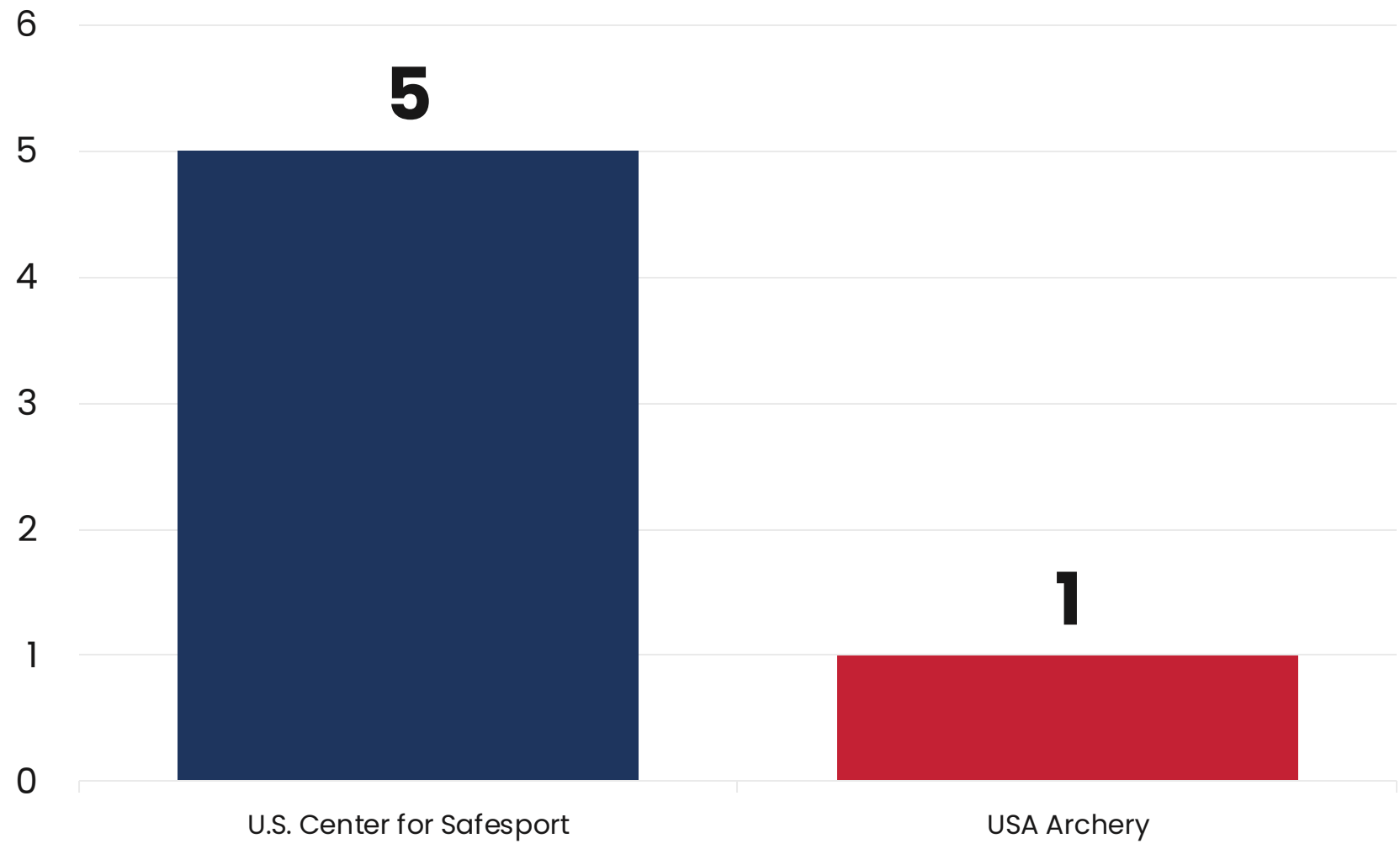
Total U.S. Center for SafeSport Cases 2024
12

Current Admin and Jurisdictional Holds
6

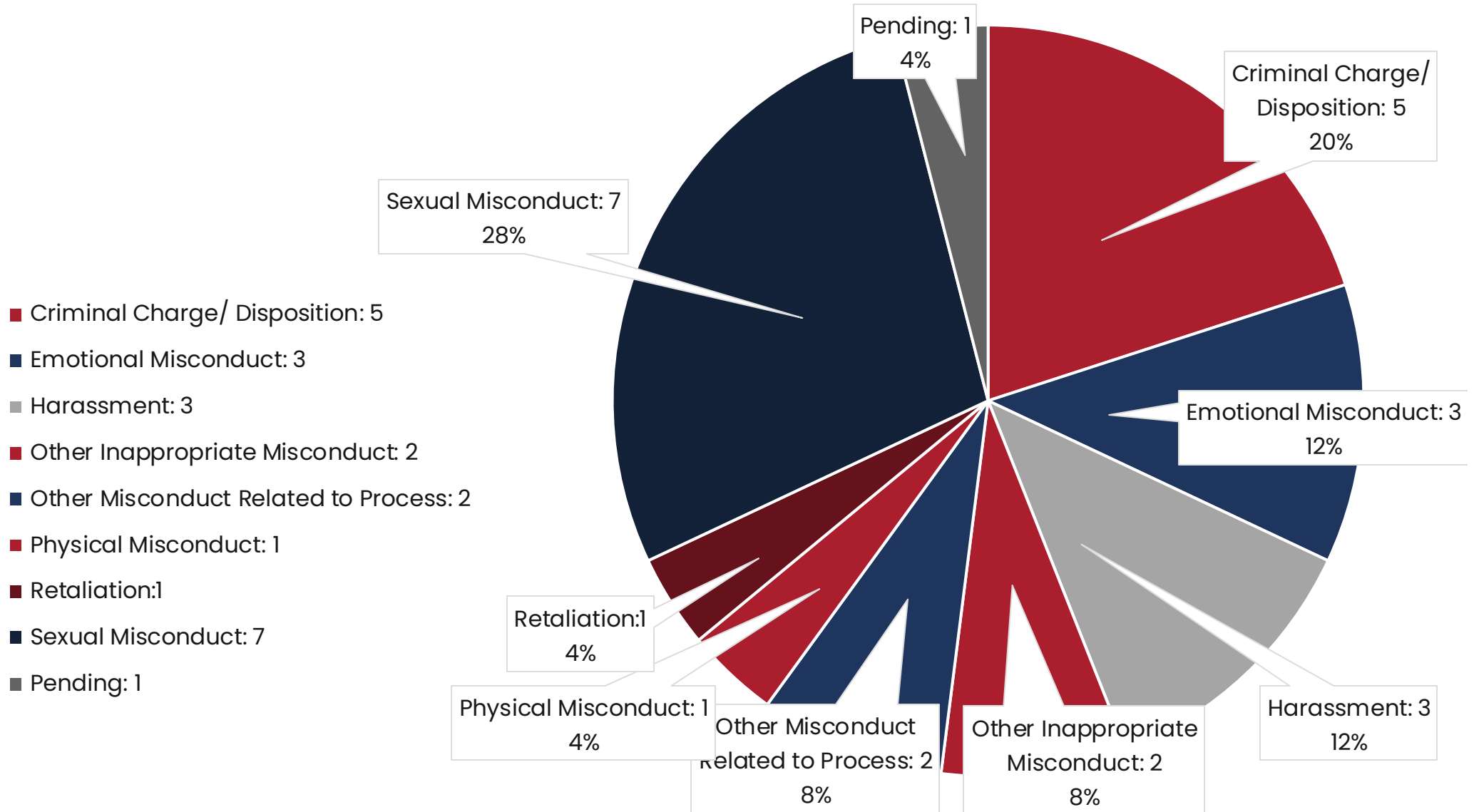
Current Suspensions
13



OPEN SAFESPORT CASES AS OF JUNE 2024



TYPE OF SAFESPORT CASES REPORTED





2024 SPORT DEVELOPMENT GRANTS

- DEIA Coaching Grant: **\$6,650**
- Collegiate Club Grant: **\$20,000**
- JOAD Grant Program: **\$20,000**
- Collegiate Club and Community Program Development Grant: **\$143,599**
 - › To support community archery programs which serve underrepresented populations (train 30 instructors and provide 15 equipment kit grants).
 - › To establish 7 to 10 new collegiate programs.



2024 – 3D TARGET GRANT PROGRAM

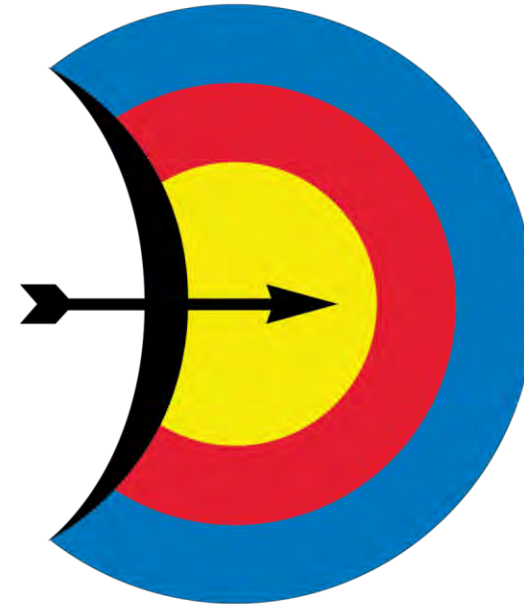
USA Archery was Awarded \$30,000 for a grant program for Clubs to apply for 3D Targets



Cabela's

OUTDOOR FUND

LANCASTER ARCHERY FOUNDATION



2024 World Archery 3D Championships Team

2024 World Archery Field Championships Team

\$500 PER ATHLETE

ADAPTIVE OUTREACH

Para national classifier panels were hosted at the following 2024 events:

- Move United Nationals
- Buckeye Classic
- Chicago Para Championships

Move United and VA Adaptive Grant Partnership:

- In partnership with Move United, USA Archery is hosting Level 2 Practical Courses at up to four Veteran Affairs (VA) Centers across the country to bring archery program to new adaptive audiences.
 - Grantees received a Recurve Equipment Kit and the Explore Archery Program
 - Additional staff were invited to trainings to increase impact on local community





NEW – USA ARCHERY INSIDER'S CLUB

A new, tiered (non-competitive) membership for fans to recruit new members to the sport of archery.

Each level offers custom membership benefits including 2024 Paris Olympic and Paralympic Gear, USA Archery Apparel, USA Archery Team Jersey and more!



Free
New members
only



\$50



\$150

NEW – 3D ACHIEVEMENT AWARD PROGRAM

- The program, offered by USA Archery clubs, allows members to develop their 3D archery knowledge and skills and to help prepare them to compete in 3D archery competitions
- Participants may earn skill-based awards using a recurve, compound, barebow and/or longbow.
- Archers can proudly display their 3D Awards on lanyards designed for the 3D Achievement Award Program.



NEW – EVENT PARTICIPATION PINS

Pins are available for the following events and may be purchased anytime after participation:

- Local 3D Archery Event
- State 3D Archery Event
- National 3D Archery Event



- Local Target Archery Event
- State Target Archery Event
- National Target Archery Event



- USA Archery’s Event Participation Pins allow archers of all ages to track and celebrate participation and progression in USA Archery sanctioned tournament levels!

- Event Participation Pins are available in the [USA Archery Shop](#) and may be purchased by anyone.



USA ARCHERY SWEEPSTAKES

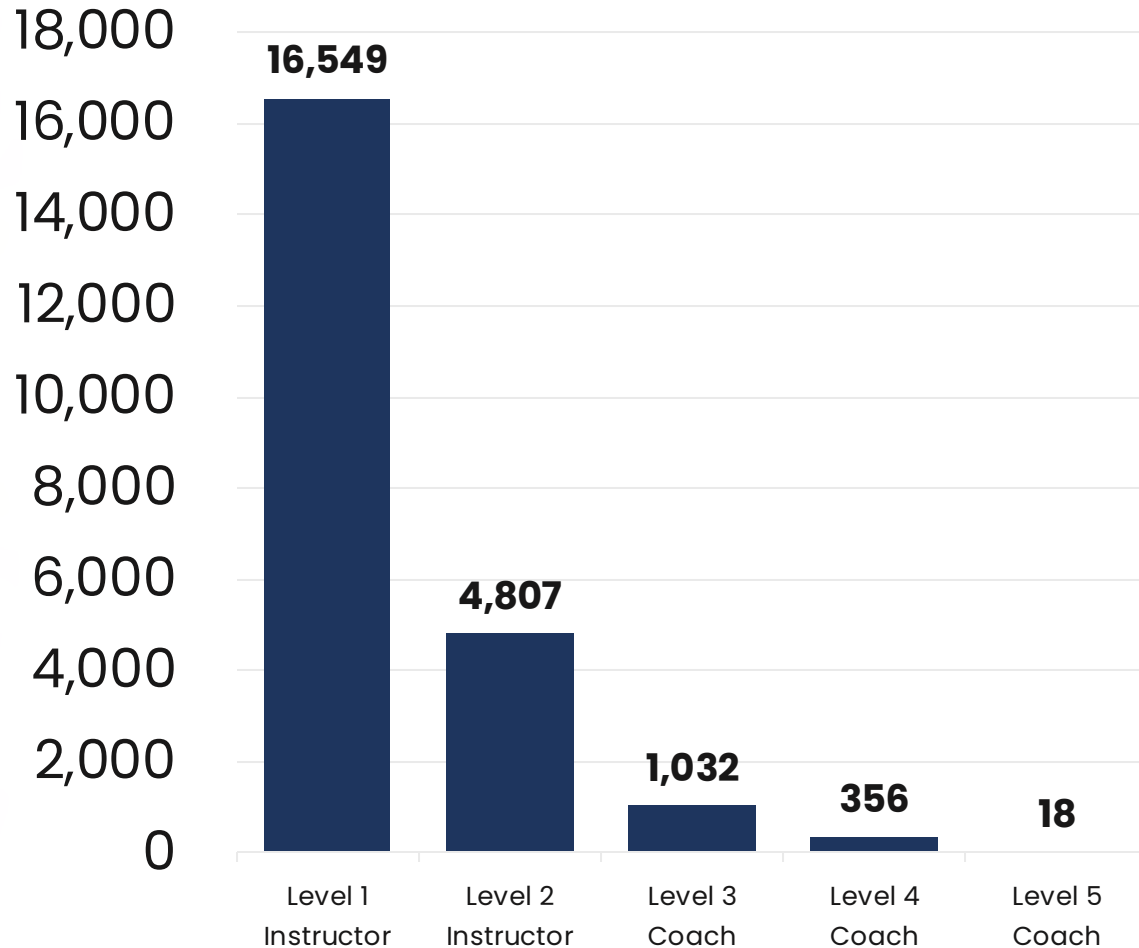
- A fundraising initiative aimed to help USA Archery clubs with fundraising efforts
- Sweepstakes entrants are eligible for all prize drawings following their date of purchase
- The total value of all prizes is over \$100,000!
- 50% of each entry will be split between USA Archery and the USA Archery club selected at point of purchase
- 168 clubs will receive payout, and many will also be entered into a drawing to win a free recurve equipment kit in September.



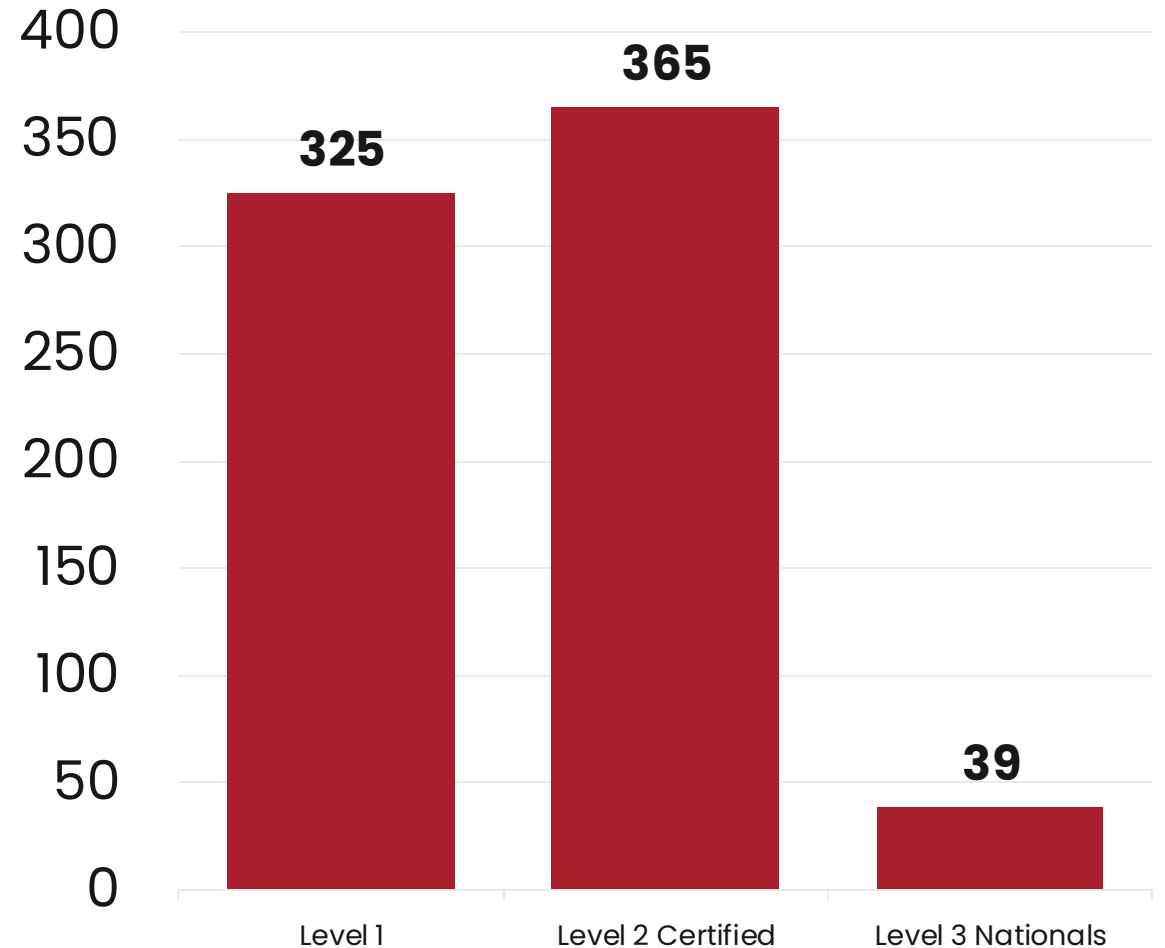


INSTRUCTOR AND COACH DASHBOARD

2024 INSTRUCTORS AND COACHES



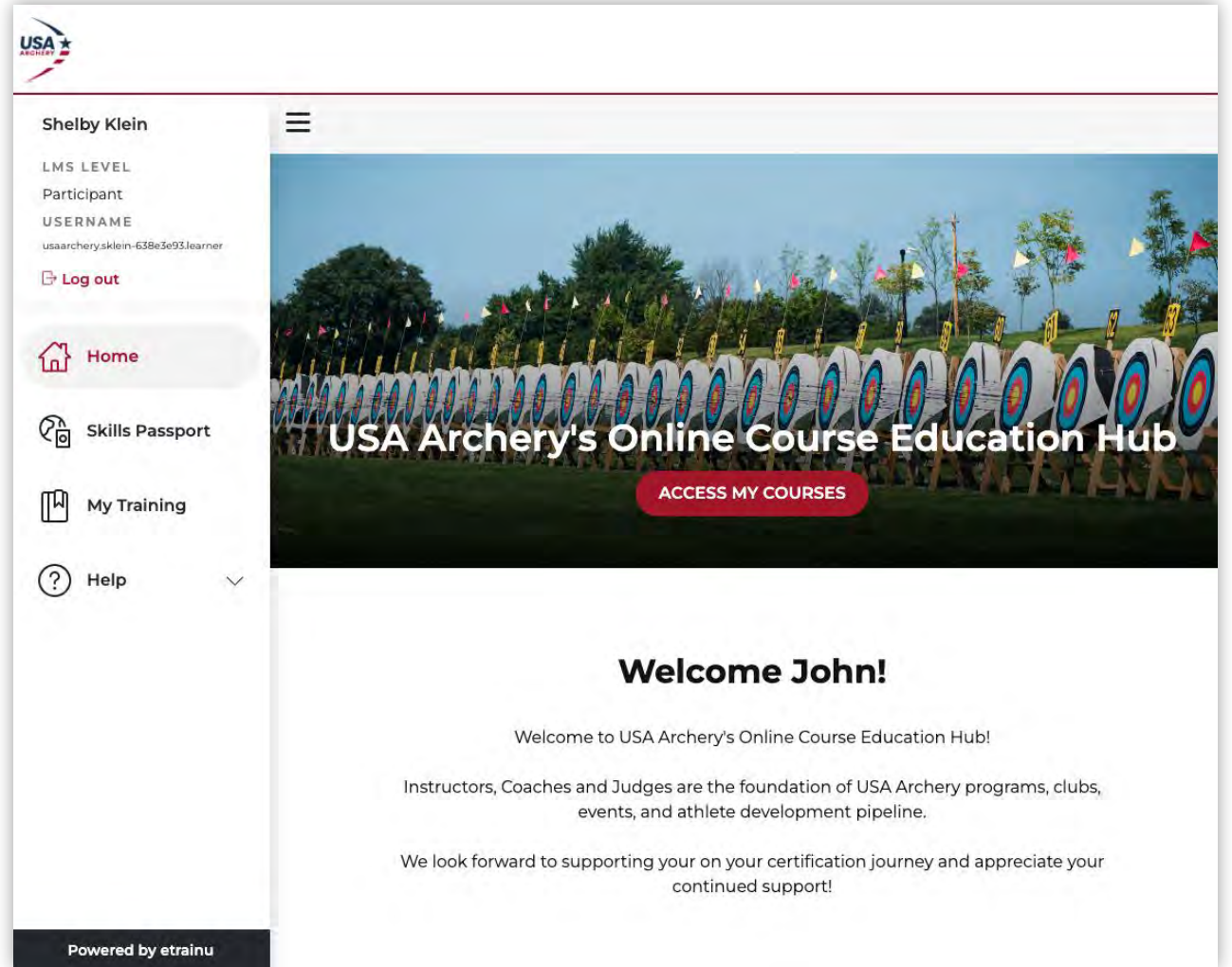
2023 JUDGES



USA ARCHERY EDUCATION HUB UPGRADE

USA ARCHERY LAUNCHED A NEW ONLINE LEARNING MANAGEMENT SYSTEM FOR INSTRUCTOR, COACH AND JUDGE COURSES

- The improved USA Archery Education Hub will:
 - › Improve the user journey to access and complete online courses
 - › Provide for a new USA Archery Education Hub website
 - › Deliver improved course content, layout, and learning experience



The screenshot displays the user interface of the USA Archery Online Course Education Hub. On the left, a sidebar menu for user Shelby Klein shows their profile information (LMS LEVEL: Participant, USERNAME: usaarchery.sklein-638e3e93.learner) and navigation options: Home, Skills Passport, My Training, and Help. The main content area features a large banner image of archery targets with the text "USA Archery's Online Course Education Hub" and a prominent red "ACCESS MY COURSES" button. Below the banner, a personalized welcome message reads "Welcome John!" followed by a message from USA Archery: "Welcome to USA Archery's Online Course Education Hub! Instructors, Coaches and Judges are the foundation of USA Archery programs, clubs, events, and athlete development pipeline. We look forward to supporting your on your certification journey and appreciate your continued support!" The footer indicates the platform is "Powered by etrainu".

2024 VIRTUAL SYMPOSIUM

- **July – August 2024**
- 14 Sessions
- To date, over 200 participants have registered
- **Focus:** This year's symposium will feature world renown experts in archery, motor learning, and mental performance.



2024 COACHES WORKSHOP

The workshop will focus on developing the following skills:

- Providing different types of feedback and coaching
- How to Coach Skills
- Technical Analysis
- Cueing
- Planning Training
- Designing fun, challenging, and engaging training activities
- Creating a community of practice for coaches



HIGH PERFORMANCE PROGRAMS

- **Short Term Training Program**
- **National Elite Program**

- › Available in Charlotte, NC and Chula Vista, CA

- › Athletes training in Charlotte, NC at the University of North Carolina, Charlotte

- **Regional Elite Program**

- › 123 participants across 5 regions
- › 2 Camps Per Region

- **National Elite Program U18**

- › Camp(s) held in Chula Vista, CA

- **Resident Athlete Program**

- › Athletes training in Chula Vista, CA at the CVEATC/EACE





ANNUAL EVENT MAGAZINE

138,063 Views YTD



2024 EVENT MAGAZINE

EVENTS

VIRTUAL

STATE

COLLEGIATE

USAT

NATIONAL

U.S. TEAM TRIALS

INTERNATIONAL

USA ARCHERY SPOTLIGHTS

2024 OLYMPIC AND PARALYMPIC GAMES

EXPLORE ARCHERY




Where Olympic & Paralympic Journeys Begin

USA ARCHERY SPOTLIGHT

A CENTURY LATER, PARIS REIGNITES OLYMPIC SPIRIT: USA ARCHERY'S QUEST FOR GLORY IN THE 2024 SUMMER GAMES

It is 100 years since Paris last hosted the Summer Olympics, with the Games returning to the French capital in 2024 from July 26 - August 11, to be followed by the Paralympic Games from August 28 - September 8.

The Olympics has been labeled the greatest show on earth, where champions are crowned and legends are born. In 2024, this European city - which hosted the Games in 1900 and 1924 - will welcome Paralympic athletes for the first time.

Both spectacles of sporting excellence bring together thousands of athletes from hundreds of countries, performing at the highest level in front of a worldwide television audience of billions.

The United States of America is a powerhouse in the world of sport, with a rich history in the Olympic discipline of archery. From John C. Williams and Danwen Wilber claiming gold in Munich in 1972 - on archery's return to the Olympic family - the USA has long since been among the elite in this most iconic of sports.

Darrell Pace and Luann Ryan picked up from Williams and Wilber, with both winning gold in Montreal in 1976. Pace was again top of the podium in Los Angeles in 1984. It is strongly felt he would have also taken gold in 1980 were it not for the United States boycotting the Moscow Games.



John C. Williams and Danwen Wilber at the 1972 Summer Olympics

Though silver and bronze medals were the only Olympic medals won by the USA in archery, it is a kid Justin Hulsh, aged just 20 with a skateboard under his arm, who is the new heights in winning individual medals.

It is 28 years since that gold but he will be among the elite for a place in Paris when US Archery resumes in early April as an indicator that a) Hulsh as an archer remains a sport for all.

And though the aim is podium places and medals, there remains much to be said for those embarking on this journey. Merely making the US team and securing a spot in Paris are achievements in themselves but of course this group of archers are aware of the heritage from the past - one who, indeed, still stands among them - and are keen to carry on the fine tradition.

Hulsh is the veteran on the men's side, closely followed by Brady Ellison - a multiple Olympic medalist who is pushing to feature at a fifth consecutive Games, having competed in Beijing, London, Rio and Tokyo. The US talent pool, though, is deep. Collegiate archers Trenton Cowles, Alex Gilliom and T Sanchez are joined by teenagers Christian Stoddard and London Richardson, who represented the United States last year at the World Archery Youth Championships in Limerick, Ireland.

Jack Williams and Jacob Wukle were alongside Ellison in Tokyo, and they will be in Arizona in April. Wukle won a team silver with Ellison in London in 2012.



2023 USA Archery Youth Championships winners

Vijay is not alone in the teenage ranks, being joined by Samantha Frisign, Chiam Ching, Gabrielle Saos, Jordan Melners, Grace Lunn, Emma Kim and Isabella Kim.

The race for Paris is on, but remember these names for when Los Angeles comes back around four years from now.



2023 USA Archery Youth Championships winners

USA ARCHERY SPOTLIGHT

EXPLORE ARCHERY

Explore Archery is an innovative education program focused on introducing beginners of all ages and abilities to the lifelong sport of archery.

That opening paragraph are the words you will see when you navigate your way to the Explore Archery page on USA Archery's website. Those 22 words offer insight into what the program is all about but if ever the saying 'a picture is worth a thousand words' were relevant, then it is surely when witnessing the beaming smiles of Explore Archery events.

Sport is a relationship builder, a confidence booster, and the archery community is diverse and warm and welcoming.

It is no coincidence that the Explore Archery program gained recognition from the United States Olympic and Paralympic Committee during their 2023 Assembly in Los Angeles.

In presenting USA Archery with the prestigious Rings of Gold Program Award, the USOC's CEO, Sarah Hirshland, stated "Over the years, USA Archery's program has introduced thousands across the U.S. to the sport of archery, teaching children and people of all ages and abilities Olympic and Paralympic values."

The Olympic values are respect, excellence and friendship. The Paralympic values are determination, inspiration, courage and equality.

Explore Archery is an innovative education program focused on introducing beginners of all ages and abilities to the lifelong sport of archery.

Those values mentioned are values for life, and so for a sports program to be recognized as one which promotes those to beginners of all ages and abilities: really is quite something.

Explore Archery is an introduction to the sport but it has opened doors to destinations few may have considered at the outset.



Take Midlands Archery Center in Lexington, S.C., which went from a solitary summer camp, to adding a spring break camp, and then monthly one-hour Explore Archery classes, which have encouraged many more on to Youth and Adult clubs, and even helped one of their original students gain a college scholarship!

Guthrie Archery Club in Tyler, Texas noted how introducing youngsters to the sport through Explore Archery also brought parents on board. What started out as an activity for the children became something the entire family could enjoy.

The mission of theheel Compton Foundation in Bentonville, Ark is to connect the community through nature, education, recreation, and preservation. Facilities owned by the heel Compton Foundation is where you will find the Quiver Archery Range, which has embraced the Explore Archery program by hosting camps.

Jana Stout, Archery Range Manager for the Quiver, said "A major win for us is when we see that their love for archery doesn't end when camp does, and they develop a love for the sport."

Which brings us full circle to what the Explore Archery program is all about - introducing beginners of all ages and abilities to the lifelong sport of archery.

When you register your program with USA Archery you get access to all of the great Explore Archery program benefits! These benefits include being eligible to purchase the Explore Archery Instructor Book and Achievement Awards, and the Explore Archery quarterly newsletter, which includes new activities and grant opportunities.

For more information about the Explore Archery program, please contact clubs@usaarchery.org

LEARN MORE ABOUT EXPLORE ARCHERY

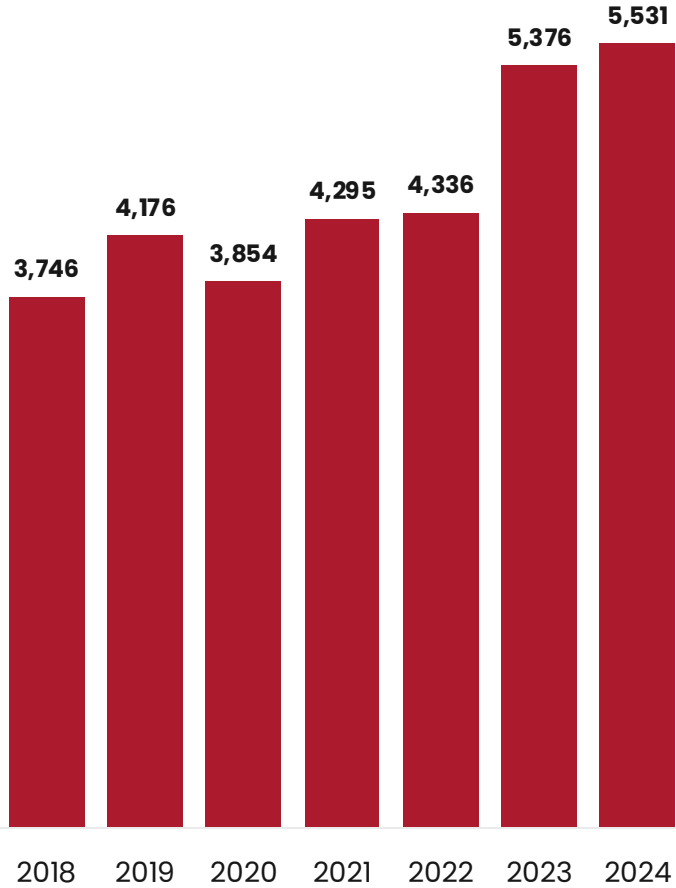
55

31

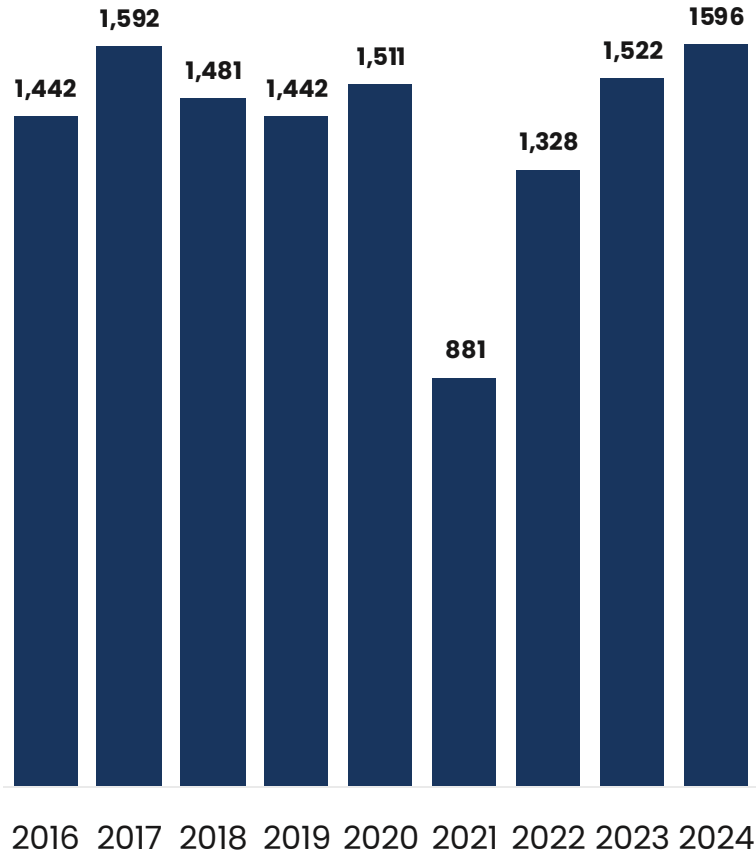


INDOOR EVENTS PARTICIPATION DASHBOARD

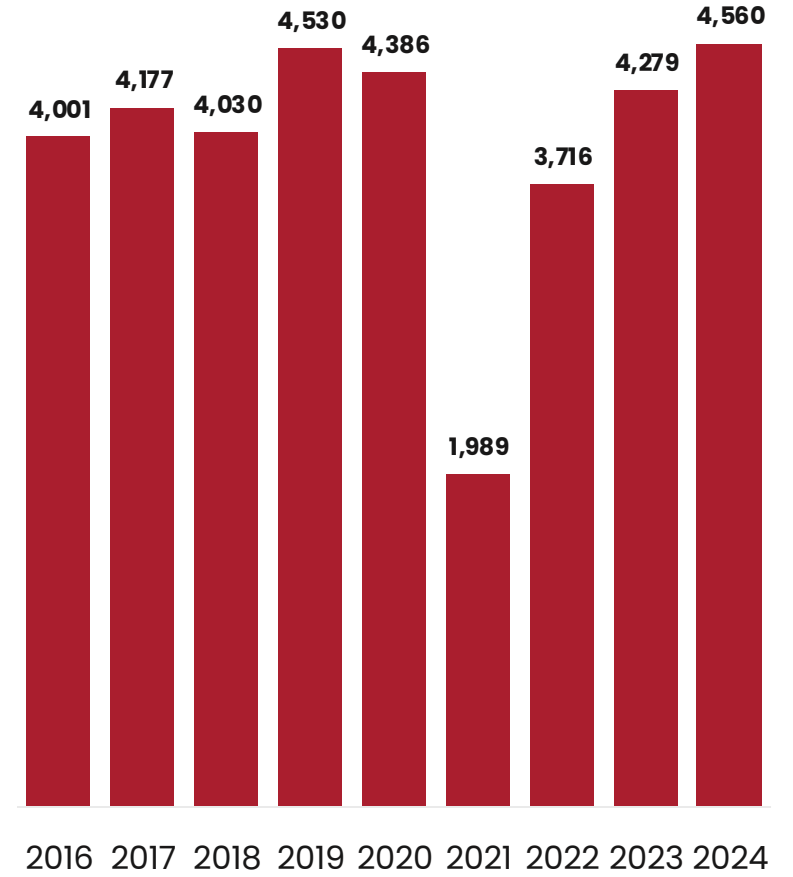
Indoor State Championships



JOAD Indoor Nationals



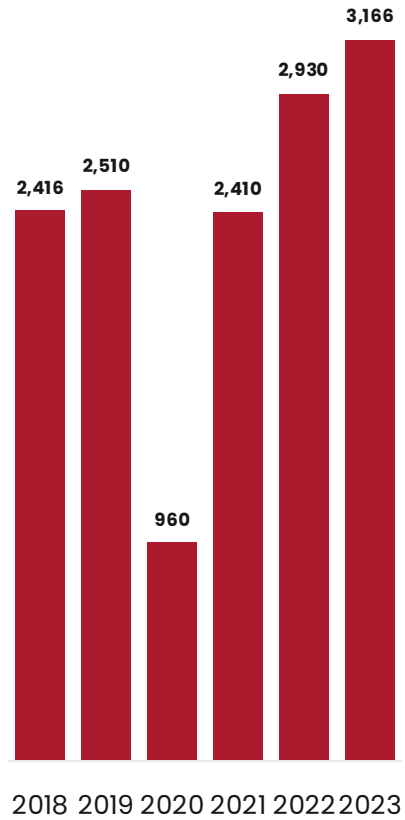
Indoor Nationals





OUTDOOR EVENTS PARTICIPATION DASHBOARD

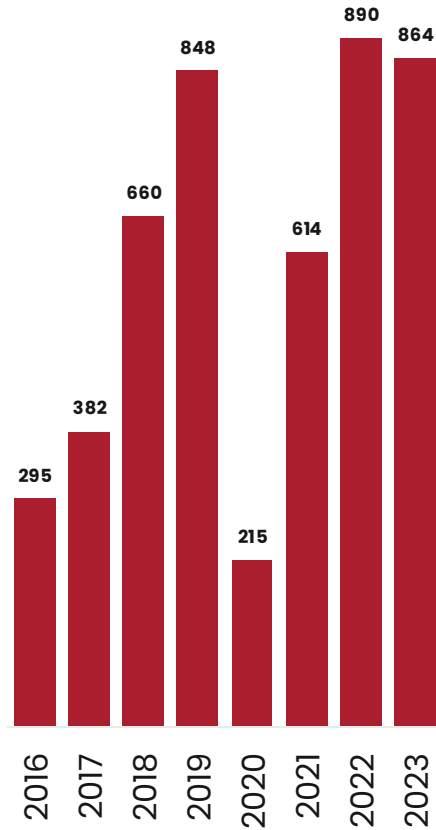
Outdoor State Championships



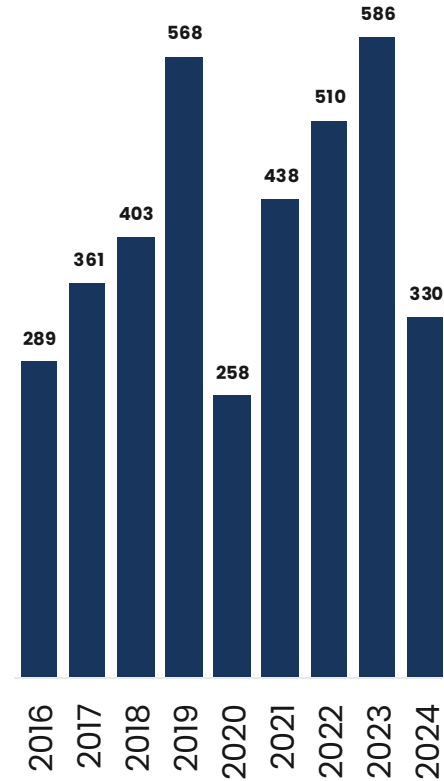
JOAD Target Nationals and JOAD Open



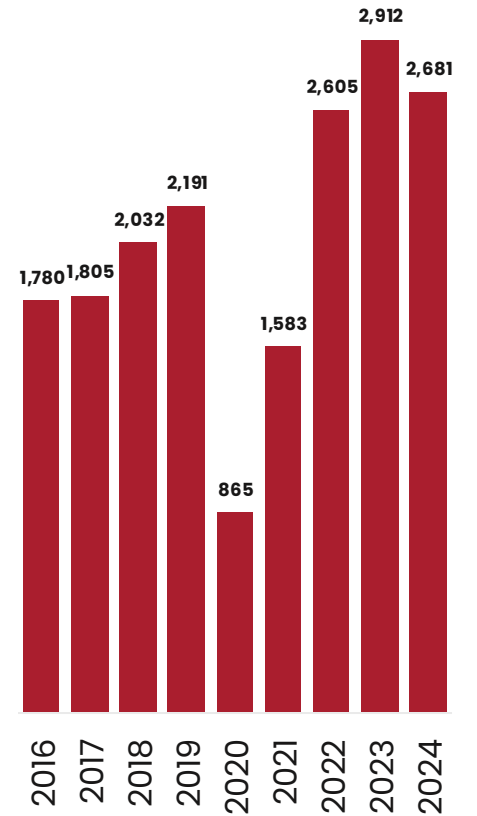
Collegiate Target Nationals and 3D Nationals



Target Nationals and U.S. Open



USAT Series



2024 BAREBOW USAT SURVEY RESULTS

USA Archery conducted a survey to gather Barebow athletes' preferences towards future Barebow United States Archery Team (USAT) event requirements.

- › There were 259 Respondents with representation all age classes and divisions
- › 74% prefer a maximum of 3 events be included in 2026 Barebow USAT ranking point calculations to include:
 - Indoor Nationals
 - USAT Events
 - JOAD Target or Target Nationals
- › 37% Preferred 2 required events to obtain a Barebow ranking (Indoor Nationals and JOAD or Target Nationals)



2024 INTERNATIONAL EVENTS

INTERNATIONAL EVENT CALENDAR

NIMES TOURNAMENT

INDOOR WORLD SERIES
JANUARY 19 – 21, 2024
Nimes, France

VEGAS SHOOT

INDOOR WORLD SERIES
FEBRUARY 2 – 4, 2024
Las Vegas, USA

INDOOR WORLD SERIES FINALS

FEBRUARY 3, 2024
Las Vegas, USA

PARA WORLD RANKING EVENT

FINAL PARALYMPIC QUALIFIER
MARCH 2 – 7, 2024
Dubai, United Arab Emirates

PAN AMERICAN CHAMPIONSHIPS

OLYMPIC AND WORLD GAMES QUALIFIER
APRIL 9 – 14, 2024
Medellin, Colombia

PARA PAN AMERICAN CHAMPIONSHIPS

APRIL 22 – 28, 2024
Sao Paulo, Brazil

HYUNDAI ARCHERY WORLD CUP STAGE 1

APRIL 23 – 28, 2024
Shanghai, China

PAN AMERICAN YOUTH AND MASTERS' CHAMPIONSHIPS

MAY 6 – 12, 2024
San Salvador, El Salvador



HYUNDAI ARCHERY WORLD CUP STAGE 2

MAY 21 – 26, 2024
Yecheon, Korea

FINAL OLYMPIC QUALIFIER

JUNE 14 – 17, 2024
Antalya, Turkey

HYUNDAI ARCHERY WORLD CUP STAGE 3

JUNE 18 – 23, 2024
Antalya, Turkey

PARA WORLD RANKING EVENT

JUNE 22 – 30, 2024
Nove Mesto, Czech Republic

OLYMPIC GAMES

JULY 25 – AUGUST 4, 2024
Paris, France

PARALYMPIC GAMES

AUGUST 28 – SEPTEMBER 8, 2024
Paris, France

WORLD ARCHERY FIELD CHAMPIONSHIPS

SEPTEMBER 16 – 22, 2024
Lac La Biche, Canada

WORLD ARCHERY 3D CHAMPIONSHIPS

SEPTEMBER 30 – OCTOBER 6, 2024
Mokrice, Slovenia

HYUNDAI ARCHERY WORLD CUP FINAL

OCTOBER TBC

WORLD CUP FINAL

OCTOBER 19 – OCTOBER 20, 2024
Tlaxcala, Mexico

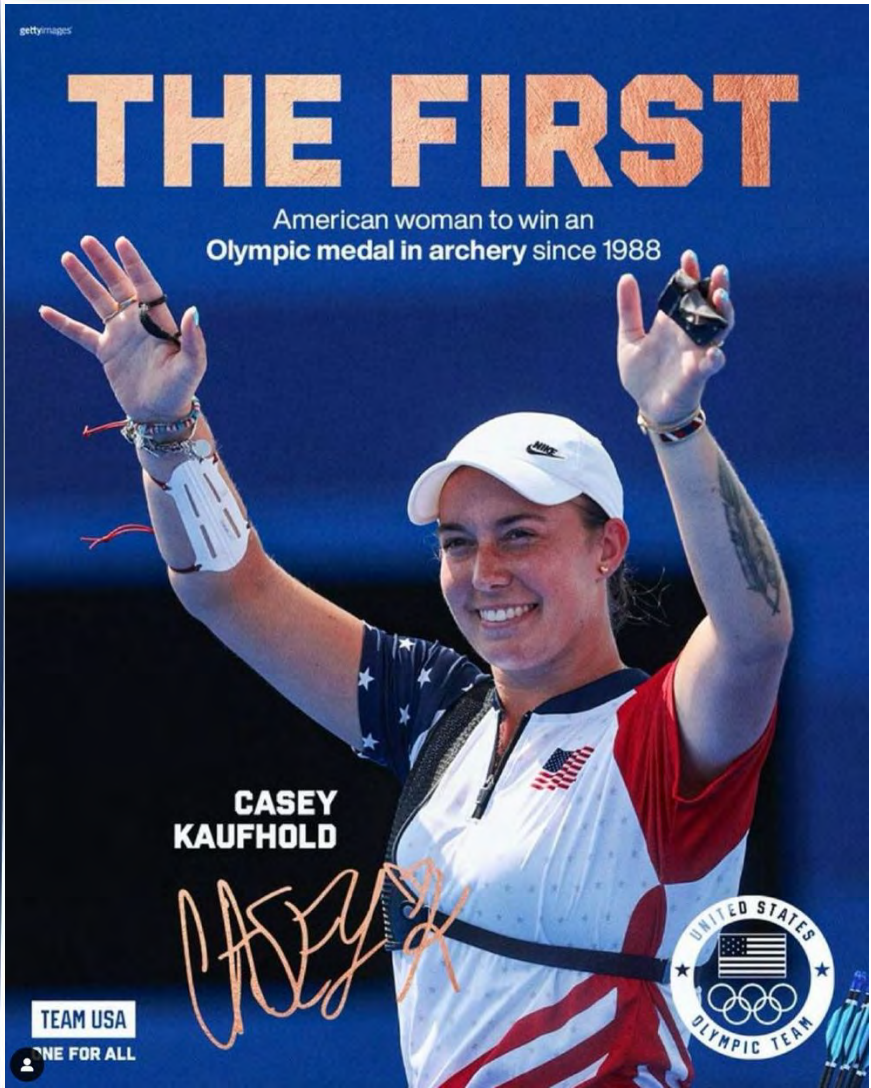
PARIS 2024 PARALYMPIC TEAM



PARIS 2024 OLYMPIC TEAM



PARIS 2024 OLYMPIC MEDALISTS



PARIS 2024 – ARCHERY PASS

Stay connected with all things USA Archery during the Paris 2024 Olympic & Paralympic Games.

Here's your ultimate guide to schedules, athletes, exclusive content, and more!

Plus, at one point during the Paralympics three users will see their pass turn Gold, Silver, or Bronze, and will win exclusive prizes from USA Archery.



Where Olympic & Paralympic Journeys Begin

THANK YOU!

Q & A