



2011 United Cheer Expo

Workshop & Business Boot Camp Descriptions:

Saturday October 8, 2011

Workshop A 8:00AM – 8:45AM

Should you Start a Profit Sharing/Bonus Program for your Gym?

Sean Dever – Chesapeake C

If you're looking for a way to attract or retain employees to your small business, you might consider adding a Profit Sharing and/or Bonus Plan to your benefits roster.

A Profit Sharing/Bonus Plan is an incentive based compensation program designed to reward employees by giving them a percentage of the company's profits. Profit sharing is an excellent way to motivate employees to work toward a common goal, to focus employees on profitability and to recognize their efforts as a group.

This discussion will unravel the details of profit sharing and bonus structured plans. Details include:

- Which plans are most suited for your business
- How much profit/bonus should be paid
- What indicators determine the profit/bonus amounts (ie. # of kids vs. profits vs. growth metrics, etc)
- How is profit calculated (ie. Profit vs. cash)
- How often payments are made
- Eligibility requirements
- Which employees should be covered under profit plans
- And much more

What to PAY – How to PAY – Who to PAY

Joyce Whitaker – Chesapeake E

Decide the employee Value for your business.

- *What to PAY? Receive a survey to see if your pay rates are competitive in this industry.*
- *How to PAY? By Direct Compensation or In-Direct Compensation.*
- *Who to PAY? Can you have volunteers handle needed jobs in exchange for athlete's dues?*
- *Other PAY decisions to discuss in this workshop -*
 - *Deciding position worth*
 - *Defining pay ranges*
 - *Deciding on Payroll Administration*
 - *In-House vs. Outsourcing*

A Championship Program's Season Timeline

Tara Cain – Chesapeake F

The keys to a championship start at the beginning. By setting a specific timeline, creating a group of team goals and staying motivated all year, your program will share in a championship season. Learn from Tara how she is able to steer a program towards winning championships year after year from when she holds tryouts, to choreography, to fundraisers, uniform ordering, the first competition, number of practices and so on. How do they do it year after year – Is her timeline the secret?

Tumbling Drills & Skills from Beginner to Advanced

Debbie Love – Hall D – Mat 1

The cheerleading Hall of Fame gymnastics instructor Debbie Love will present drills that will help your athlete learn the correct techniques for the skills they are working towards mastering. Tumbling requires progression, and it is important that each athlete learn the basic technique in order to perform the advanced skills with perfection and ease. This class will give you a true guideline for working with all levels of gymnasts!

Bring Back the Jumps

Lance Stoltenberg – Hall D – Mat 2

Coaches have a lot of challenging skills to pack into a routine these days! For some coaches, the basic jump is the last thing they have time to practice. Jumps are a category often overlooked by coaches, but jumps are an important part of any score system, and it is the easy way to gain points for any level or type of team if you know how! Lance Stoltenberg will present various ideas when trying to max out your scores. Proper jump technique and various approaches that should be used and those that should not. He will also give you creative and clean ideas to add that spice to your JUMP Section. Get out of your seats, coaches, and JUMP with Lance!

Workshop B 9:00AM – 9:45AM

FUN, LEARN, COMPETE – The Secret Sauce for a Perfect Season – The DIG DEEP Workshop

Dan Clemens – Chesapeake C

Make Fun, Learn, Compete Your Competitive Advantage.

Listen to Dan Clemens, Author of “A Perfect Season,” as he offers many insights that will help coaches and their athletes have a “Perfect Season.” This workshop will dig deeper into the ideas discussed during the keynote, helping participants to develop their own game plan for making **Fun, Learn, Compete** their competitive advantage – as coaches and business owners.

Effective Discipline & Positive Coaching

Lance Stoltenberg – Chesapeake E

Staying positive is so important, especially at those not-so-great practices. Lance will teach you different strategies and ideas to turn that practice around. If discipline is necessary, learn how and when to utilize it without losing momentum in practice. Lance will also teach you how to walk the fine line between keeping your athletes on track and making a bad practice worse!

Practices for a Winning Season

Tara Cain – Chesapeake F

“Time is Money”... “Work Smarter, Not Harder!”...These are famous sayings that get to the point of this topic. Learn how Tara Cain of the MD Twisters gets the most out of her team at every practice! She will give you many ideas for an effective practice. Get more out of your team than even you could imagine, and watch the trophies and your program pile up!

Tumbling Conditioning & Flexibility that Produces RESULTS

Debbie Love – Hall D - Mat 1

Many athletes struggle with “whipped” layouts, “frogged” legs in a handspring and “tucked up” fulls. This class will give coaches ideas and conditioning tips that will teach coaches what habits should be broken so that athletes are getting the results they desire. Get your WHOLE team to perform the skills needed, NOT just a few!

MOVE those Pyramids

Courtney Smith Pope – Hall D – Mat 2

Courtney Smith Pope will give coaches a look at just how Cheer Extreme transitions look SO seamless and fast. She will teach you how to keep constant movement in your pyramids and train timing at the same time. YES...it can be done!

Workshop C 10:00AM – 10:45AM

What Gym are You? Finding your Niche and Keeping your Kids.

Karen Rafferty – Chesapeake E

Let's define your team. What sets you apart from others? In this class, you will learn the importance of establishing your mission. With athletes going from gym to gym, let's create an atmosphere that sets you apart from the others and keeps your kids in the door.

Multiple Locations??? How to Efficiently Manage Teams/Staff while Keeping the Brand Consistent!

Tannaz Emamjomeh – Chesapeake E

In today's cheer world of gyms purchasing other gyms and creating a Brand, there are lots of things to prepare for. Multiple locations can cause problems to arise. How do you keep consistency and effectiveness in all locations while not allowing any gym to suffer? Learn from experience when Tannaz explains how she has been able to accomplish this and keep her California All Stars Brand Consistent!

LOCK THEM IN!

Joyce Whitaker – Chesapeake F

Understanding the “key” reasons why your staff decides the grass is greener someplace else is one of the main objectives of this workshop. If we can define the Employee Hierarchy of Needs we can identify the “root” of the problem and provide suggestions to correct it. Achieve employee retention success & to Lock'em in to your gym!

'Cheer' Abby

Angela Rogers, Chad Lemon, & Debbie Love – Hall D – Mat 1

Do you have a question you want to ask an expert about your program? Come and speak with these experts in owning a gym, coaching multiple level teams, scoring/judging and tumbling. This is your time to get what you really need from UCE!

Intermediate Stunt Progression

Lance Stoltenberg – Hall D – Mat 2

After seeing and watching athletes perform these intermediate stunt progressions including one legged stunts, twist downs, transitions and basket tosses, coaches will learn the necessary grips and techniques to master these skills.

Workshop D 1:15PM – 2:00PM

USASF – Did you know?

Dawnn Doychak – Chesapeake C

Do you know the 2011 All Star safety rule changes? Do you know the requirements for All Star Athlete & Coaches Credentialing? There are a lot of updates to fill you in on with the USASF. Make sure to be an in the know coach and attend this workshop.

Keeping your Program Mentally Prepared and Motivated All Season

Angela Rogers – Chesapeake E

The proper mental state and motivation are keys to success in every aspect of life. This class will help your teams be focused and prepared for competition and games and will also help your entire staff maintain the focus and attitude to succeed! There is so much hype at the start of your season. The trick is keeping that hype to the end. Angela has the experience and has proven that she can take a program the distance. Find out what are her secrets that keeps her teams bleeding blue ALL YEAR and into the future!

Selecting the Right Staff

Tannaz Emamjomeh – Chesapeake F

Staffing any business is a challenge but thrown in that they have to be skilled, creative and GOOD with children – NOW that is hard! Learn from an expert in the field, Tannaz of California All Stars, how she has learned to pick the right staff the first time and keep them!

Spotting Levels 4 & 5 Tumbling

Debbie Love – Hall D – Mat 1

Many coaches are in need of tumbling instructors. This class will teach you the basics on spotting your athletes. Top quality tumbling coaches will give you the opportunity to spot kids through various Level 4 & 5 skills. Don't need a coach for tumbling – BE the coach for tumbling!

MOVE those Pyramids

Courtney Smith Pope – Hall D – Mat 2

Courtney Smith Pope will give coaches a look at just how Cheer Extreme transitions look SO seamless and fast. She will teach you how to keep constant movement in your pyramids and train timing at the same time. YES...it can be done!

Workshop E 2:30PM – 3:15PM

Team Building Games & Activities

Karen Rafferty – Chesapeake C

With Karen's experience with running Magic All Stars and managing a Little Gym, she will be able to give you lots of team building games and activities to keep your program a REAL team that works together. This will be a FUN workshop and give you valuable ways to keep the FUN in your program!

Who Wants to Make a Profit this Year?

Angela Rogers – Chesapeake E

This class, geared towards all-star coaches and gym owners, will give helpful tips to make your year profitable. Angela will provide ideas to incorporate into your business that will bring in cash flow and relieve the stress of finances!

The MOST Important Points to Know to Keep your Program Successful During the UPS & DOWNS!

Tannaz Emamjomeh – Chesapeake F

Tannaz has created a well known, respected and World Champion program at California All Stars, and she will give you tips on how to keep your program consistent. Learn from Tannaz's many years of experience and expertise as she will give you what she feels is the MOST important things she has learned about keeping your program successful.

Bring Back the Jumps

Lance Stoltenberg – Hall D – Mat 1

Coaches have a lot of challenging skills to pack into a routine these days! For some coaches, the basic jump is the last thing they have time to practice. Jumps are a category often overlooked by coaches, but jumps are an important part of any score system, and it is the easy way to gain points for any level or type of team if you know how! Lance Stoltenberg will present various ideas when trying to max out your scores. Proper jump technique and various approaches that should be used and those that should not. He will also give you creative and clean ideas to add that spice to your JUMP Section. Get out of your seats, coaches, and JUMP with Lance!

Building Better Body Awareness and Flexibility for Flyers

Courtney Smith Pope – Hall D – Mat 2

Do you get nervous when your athletes are building? Do you have a new flyer? Courtney will teach some much needed tools, so that you can build confidence and better body awareness in your athletes. Flexibility drills and stretching techniques will be taught so that they can be integrated into both practice and at home.

Workshop F 3:30PM – 4:15PM

Understanding the JAM SCORE System & (5 Keys to Max out your Score!)

Chad Lemon – Chesapeake C

Who wants to learn the keys to MAXING out on our JAM score sheet? You will learn from our scoring department about common mistakes that coaches and choreographers make in constructing their routine and teams. Don't miss this if you want to SCORE MORE this season!

Keeping a Professional Staff in a Young Industry – Know the X Factor!

Lance Stoltenberg – Chesapeake E

When will they grow up? In our growing industry, we are seeing more and more young people stepping into coaching positions. This class will give current coaches and gym owners ideas on staying professional and the traps that many young people fall into.

A Stress-Free Season! Getting Organized from an Expert!

Tannaz Emamjomeh – Chesapeake F

This class will give coaches ideas, tips and programs that will help get you organized for this upcoming season. We all could use some tips on staying organized! Many coaches are volunteers, doing this in their spare time! Multitasking is the key, and Tannaz has some great tips to keep any coach or gym owner from getting grey hair!

Getting them Past their Tumbling Mental Blocks!

Debbie Love – Hall D – Mat 1

As coaches, one of the worst things you can see is an athlete struggling with a mental block. Debbie Love will give coaches some tips and approaches that can be instilled into your coaching style. Focusing on the positive is a major key in helping athletes to overcome mental struggles.

How did they do that?! Amazing Stunts & Pyramids

Courtney Smith Pope – Hall D – Mat 2

Courtney Smith Pope will give coaches a look at just how Cheer Extreme “did that.” You will learn skills and techniques on how this World Champion program was able to achieve amazing stunts and an unforgettable pyramid in 2010.

Workshop G 5:15PM – 6:00PM

How to Make your Gym Profitable During the Day

Karen Rafferty – Chesapeake C

In today’s economy, gyms are creating new ideas to bring in additional income while athletes are in the classroom. Make the most out of your lease and add something that will not only bring in additional income but will also bring in additional cheerleaders to your gym! Think out of the box, and secure your business by NOT having all of your eggs in one basket. Karen will present creative opportunities and suggestions so that you can profit during the off times in your gyms. Owners...don’t miss this class!

What about ME? – Working with High Maintenance and Maintaining their Highness!

Angela Rogers – Chesapeake E

This workshop is geared towards gym owners and program directors. The “High Maintenance” refers to other coaches, parents, competitors and athletes you have to deal with. Let Angela give you some great ways to not only handle these customers but how to view it in other ways.

Mentally Preparing your team - The Real Way to be a Winner

Courtney Smith Pope – Chesapeake F

It is not just skill that makes a champion...you must prepare your athletes in every way. The mental preparation is just as important, if not MORE important than the physical training! Let Courtney tell you how she prepares her Champion teams at Cheer Extreme to consistently stand out every time they take the floor.

Tumbling Drills & Skills from Beginner to Advanced

Debbie Love – Hall D – Mat 1

The cheerleading Hall of Fame gymnastics instructor Debbie Love will present drills that will help your athlete learn the correct techniques for the skills they are working towards mastering. Tumbling requires progression, and it is important that each athlete learn the basic technique in order to perform the advanced skills with perfection and ease. This class will give you a true guideline for working with all levels of gymnasts!

Stunt Tricks – Levels 1-5 for Flyers

Tannaz Emamjomeh – Hall D – Mat 2

Do you want an edge this year? Don't miss Tannaz of California All Stars showing you some of their teams' stunt tricks! She will dive into every level in cheerleading to give you her secrets. Don't miss this once in a lifetime chance – Stunt Tricks!

Workshop H 6:30PM – 7:15PM

Understanding the JAM SCORE System & (5 Keys to Max out your Score!)

Chad Lemon – Chesapeake C

Who wants to learn the keys to MAXING out on our JAM score sheet? You will learn from our scoring department about common mistakes that coaches and choreographers make in constructing their routine and teams. Don't miss this if you want to SCORE MORE this season!

Behind the Backdrop: What do the Best Coaches Say?

Angela Rogers – Chesapeake E

How to handle the “Make it or Break it” moments before your team steps onto the mat at competitions. This will go from preparation at the beginning of the season to the final competition. This is all about the mental and emotional side of the team.

USASF – Did you know?

Dawnn Doychak – Chesapeake C

Do you know the 2011 All Star safety rule changes? Do you know the requirements for All Star Athlete & Coaches Credentialing? There are a lot of updates to fill you in on with the USASF. Make sure to be an in the know coach and attend this workshop.

Tumbling Conditioning & Flexibility that Produces RESULTS

Debbie Love – Hall D - Mat 1

Many athletes struggle with “whipped” layouts, “frogged” legs in a handspring and “tucked up” fulls. This class will give coaches ideas and conditioning tips that will teach coaches what habits should be broken so that athletes are getting the results they desire. Get your WHOLE team to perform the skills needed, NOT just a few!

Building Better Body Awareness and Flexibility for Flyers

Courtney Smith Pope – Hall D – Mat 2

Do you get nervous when your athletes are building? Do you have a new flyer? Courtney will teach some much needed tools, so that you can build confidence and better body awareness in your athletes. Flexibility drills and stretching techniques will be taught so that they can be integrated into both practice and at home.

SUNDAY October 9, 2011

BUSINESS BOOT CAMP COURSES

Chesapeake Rooms A & B 10AM-3PM

The Business Doctor's In!

Sean Dever

Companies share common risks. A superbly managed company may make fewer mistakes but fail because it lacks the resources or abilities to correct or overcome its mistakes. Such companies fail not because of their problems, but because they don't know how to diagnose their ailments. Come learn from the Business Doctor about:

- The Nine Deadly Business Killers
- Learn to navigate through your profit-and-loss statements, balance sheet and cash flow statements and find which numbers are important and where to turn if you find problems.
- 26 Ways to find Quick Cash. To save your business, you must first stabilize it by stopping the cash drain and start building cash reserves.
- Turn you business into a creditor-proof fortress.
- Learn the most common business mistakes made by small business owners.

How to Make Running my Gym Business EASY! Class Management & Billing Software

Julie Rankin

An associate of the JACK Rabbit Software company will explain the features of their Class Management and Billing System to make any gym's life 10 times easier and stress-free as the parents make payments on line!

Managing your Business in a Recession; "Creating and Working with Budgets"

Sean Dever

Learn practical ways to strengthen your company despite the current economic challenges by preparing and working with budgets. We'll start with an overview of budgeting, the types of budgets and the elements of a successful budget. Then we'll dig into details to discuss pricing, salaries, marketing, rent and other key financial line items. Finally, we'll identify methods for analyzing budget information, identify guidelines and ratios that are essential to running a cheerleading school, common pitfalls you should avoid during the process and much more.

The best way to demonstrate budgeting is to work through a case study, which will be done simultaneously with the presentation and will be available for all attendees. This won't be a brain drain type presentation with lots of numbers... it'll be interactive, dynamic and filled with valuable pearls of cheerleading finance wisdom!

Open Book Management

Sean Dever

Open book management is a way of running a company that gets everyone focused on helping the business make money. Nothing more, nothing less. It gets rid of the old approach to management, in which bosses run the show and employees do what they're told (or what they can get away with).

It takes the best new ideas - empowerment, quality, teams, and so forth - and gives them business logic. In an open-book company, employees understand why they're being called upon to solve problems, cut costs and reduce defects.

This discussion shows everyone how to operate using Open Book Management. Small businesses will benefit by adapting the idea of OBM to their own businesses. Learn why it works and how to get it started in your company.

Learn how to find your critical numbers and build activities to teach, motivate and focus your employees on improving your bottom line. OBM is an essential tool for everyone who is looking for a better way to do business.

How to Run a Profitable Pro Shop

Angela Rogers

A Pro Shop could be a profit center for your gym, but it could also be a profit drainer if you do not set up the correct procedures, inventory and staffing. Let Angela Rogers tell you how Cheer Athletics has one of the most successful pro shops in the industry!

Positive Profits – How to Improve ANY Bottom Line!

Sean Dever

A clear understanding of the relationship between sales price, margin and profit is central to the success of any company or individual. This presentation will lead you step by step through the benefits of strategic decision making and will reveal the power of profit to promote competitiveness while increasing wealth steadily over a long period of time. We will also reveal how many companies have gotten into serious trouble by trying to gain market share through price and cost cutting when they should have been focused on margin and bullet-proofing their bottom lines. During this topic, we will cover:

- Break-Even analysis
- Calculating margin & adding value with each sale
- Determine which programs provide the greatest margin
- Bottom line focusing starts with margin
- Pricing for profits
- Price increases & price wars
- Markup vs. Margin – avoiding a costly mistake

What's your Business Really Worth?

Sean Dever

Are you a small business owner and unsure of how much to sell your business for? Are you a manager or employee and looking to buy a small business and not sure what price to offer? Is your small business operating as successfully as it could be?

By using real life case studies, this session will help buyers and sellers decide how much a small business is really worth. Many owners trying to get out of the business are unsure of how to look at their assets, cash flow and bottom line to determine the appropriate price tag to attach. Through examples, Sean will illustrate a “realistic value calculation” and how it has helped him get the right price for previously held companies. In turn, this discussion will also provide useful tips for future buyers trying to get into the business by helping them to determine what they are getting for the price they're paying. Buying and selling transactions in today's world requires the right education; don't miss out on this chance to properly prepare yourself.