



**NSCA MEETING AGENDA
January 19 –20, 2018**

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Friday, January 19 (Breakfast, Lunch & Dinner provided, Dinner at El Chapparral)

8:00 – 9:00A.M. GENERAL SESSION (Breakfast provided starting at 7:00 A.M.)

A. Agenda

B. MINUTES

1. 2017 National Championship – Delegates / AC Meeting Minutes
2. 2017 US Open Meeting Minutes
3. 2017 Annual Meeting Minutes

C. MEMBERSHIP REPORT (All reports as of 12/31/2017)

1. NSCA Directors Report
2. Membership Statistics 2005-2017
3. Membership Type Breakdown
4. Membership by State
5. Membership by Class
6. Crossfire Participation
7. End of Year Classification Review 2016 and 2017
8. Shooters that did not renew the following year 2016-2017

D. TARGET STATISTICS (All reports as of 12/31/2017)

1. NSCA Target Statistics 2005-2017
2. Targets by Discipline (Sporting - NSCA 5-Stand – FITASC - COMPAK - Small Gauge - League) 2011-2017
3. FITASC & Small Gauge Participation
4. 2017 - 2016 Membership Targets Shot by Class
5. 2017 - 2016 Membership Targets Shot by State
6. 2017 - 2016 Membership Targets Shot by Class by State
7. 2017 - 2016 Membership Targets Shot by Concurrent by State
8. 2017 Targets Shot by Concurrent Summary
9. Hi-Volume Shooter Participation
10. 2017 Targets Registered by State
11. 2017 Punches Received by Members by State by Class
12. 2017 Punches Given by Clubs by State
13. Members that shot a minimum of 1,000 targets but less than 2,000 in 2017

E. CLUB / SHOOT STATISTICS

1. 2017 Hi-Volume Clubs based off targets thrown in 2017

2. **Mega Blasts / Big Blasts**
 3. **FITASC Events with 50 or more entries in 2017**
 4. **Sporting Clays Events with 100 or more entries in 2017**
 5. **List of Clubs that did not renew for 2017**
 6. **Clubs with 0 targets registered in 2017**
 7. **2017 Top Shoots – Open**
 8. **2017 Top Shoots – By Concurrent**
 9. **Targets after Nationals**
- F. NATIONAL CHAMPIONSHIP**
1. **National Championship Attendance Comparison**
 2. **2017 National Championship Shooter Breakdown by main event**
 3. **2017 National Championship Shooter Breakdown by Class and Concurrent**
 4. **2017 National Championship Shooter Breakdown by Year Joined**
 5. **2017 National Championship Participation by State and Country**
 6. **2017 National Championship Event participation breakdown**
 7. **2018 National Championship Entry Form**
- G. US OPEN**
1. **U.S. Open Participation 1992-2017**
 2. **2018 US Open**
 3. **2019 US Open**
 4. **2020 US Open criteria (review 2018 Criteria)**
- H. REGIONAL CHAMPIONSHIPS / CHAMPIONSHIP TOUR**
1. **Number of shooters by state that attended the 2017 Regional Championships/attendance comparison**
 2. **2017 Regional championship event participation**
 3. **Regional breakdown by class**
 4. **Regional attendance comparison 2016-2017**
 5. **Regional Event Target Total Comparison**
 6. **NSCA Regional Map**
 7. **2019 Regional Championship Criteria (to be reviewed and approved by Committee)**
- I. F.I.T.A.S.C.**
1. **FITASC Referee Certification Initiative**
 2. **2018 North American FITASC Championship, U.S. FITASC Grand Prix, American Grand Prix Criteria**
 3. **2020 World Fitasc Championship Bid Form**
- J. AWARDS & RECOGNITION**
1. **Hi-Volume Shooters**
 2. **Hi-Volume Clubs**
 3. **2018 Procedure for awarding All-American Points**
 4. **All Region Team Calculations**
 5. **All State Team Calculations**
- K. BUDGET & FINANCE**
1. **NSSA-NSCA Consolidated Year-End Report (will come from steve scales)**
 2. **2017 NSSA Consolidated Results (will come from steve scales)**
 3. **NSSA Finance Committee Report**
- L. HEADQUARTERS**
1. **Organizational Chart**
 2. **Information Technology Update**
 3. **Long Range Planning Committee Report (Louise Terry)**
 4. **2017 National Shooting Complex Events**
 5. **2018 National Shooting Complex Events**
 6. **2018 National Shooting Complex Project List**
- M. MARKETING, PROMOTIONAL PROGRAMS, OFFICIAL PRODUCT SPONSORS and CHARITY**
1. **Communications Report- Sherry Kerr**
 2. **2017 Marketing Summary & Expenses / 2017 Marketing Proposal**
 3. **Complimentary Limited Membership (CLM) Program**

4. **Member Club Benefit**
5. **NSCA Collegiate Scholarship**
6. **Club advertising/ Target Talk/ Clay target Nation**
7. **National championship Ad**
8. **Youth Shooting Development Committee**
9. **Championship Tour Card**
10. **Sportsman's Insurance Agency Programs**
 - a. **Gun Floater Insurance**
 - b. **Club and Range Liability Insurance**
 - c. **Instructor's Liability Insurance**

N. DELEGATES

1. **Regional Map**
2. **2018 - 2019 Regional Delegates**
3. **2018 - 2019 National Delegates by Region**

O. ADVISORY COUNCIL

1. **Executive Committee Contact Information**
2. **2018-2019 Advisory Council Contact Information**

P. STATE OF NSSA

1. **NSSA Director's Report**
2. **NSSA Member Statistics**
3. **NSSA Target Statistics**
4. **NSSA Directors**

Q. ADVISORY COUNCIL COMMITTEES

1. **List of Advisory Council Committees**

9:30 A.M. – 10:30 AM Deni Spheris Presentation
10:30-12:30 1:00-2:00 PM MCA Presentation, Q&A

R. MARKETING/MEMBER GROWTH

1. **Agenda**
2. **Financials**
3. **2017 Marketing Committee Meeting Minutes**
4. **2018 Marketing Committee Meeting Minutes**

S. FINANCE, GOVERNANCE and RULES

1. **Agenda**
2. **Survey Results**
3. **2018 Rules Minutes**

T. Competition

1. **Agenda**
2. **2018 Competition Committee Meeting Minutes**

U. Awards/Team USA/HOF

1. **Agenda**
2. **1998-2017 Hall of Fame Inductees**
3. **Hall of Fame Criteria and Nomination Form**
4. **Hall of Fame Submission Procedure**
5. **USA Sporting Financials**
6. **2018 Awards Committee Meeting Minutes**

12:00 – 1:00 P.M. LUNCH AT CLUB HOUSE
REVIEW 2017 FINANCIALS – STEVE SCALES -ANSWER BINDER QUESTIONS

- V. Instructor Program**
- 1. Agenda**
 - 2. 2017 NSCA Instructor Certification Courses**
 - 3. Instructor Program Statistics from 2016 -Don Currie**
 - 4. 2018 Instructor Program Committee Meeting Minutes**

4:30 P.M. – 5:30 P.M. Available Committees Interim Reports to A/C

5:30 P.M. Dinner Located at El Chapparal

Saturday, January 20 (Breakfast & Lunch provided)

(Breakfast provided starting at 7:00 A.M.)

8:00 A.M. Gary Burley IT update

10:00 A.M.-11:30 A.M. – All Unfinished Business

W. NEW BUSINESS

12:00 P.M. LUNCH

Meeting Adjourned

NSSA-NSCA Communications

2017 Report

Sherry Kerr, Director of Communications

Clay Target Nation

- Increase of page count averaging approximately 13 pages per issue compared to 2016
- Addition of Youth Shooting Development page
- Addition of monthly “Member Communications” column
- Addition of monthly staff masthead
- Coverage of large events at the National Shooting Complex
- Increased coverage of local shoots with write-ups by members; created new section for NSSA write-ups
- Significant improvement in interior photography and cover photo options due to increased event coverage by Thaddius Bedford; NSSA covered events increased to four
- Increased use of “digital extras,” i.e., related content on the CTN website referenced in the print issue
- Established a practice of repurposing archived CTN content into blog posts, e-book content, newsletter items, etc.
- Produced all *From the NSSA*, *From the NSCA*, *From the NSSA-NSCA*, *How Bad Is It*, and *Sound Off* content in monthly issues and additional content in January “Reference Issue”
- Expansion of ClayTargetNation.com, with increased content, archived magazine issues, reorganization, and new navigational tools
- Addition of slider images in ClayTargetNation.com header, with animated frames for three most recent issues
- Produced and distributed monthly email with link to the upcoming issue of *Clay Target Nation*; established practice of distributing link to digital issue 2-3 days before print issue is in-home to encourage use of digital issue

Target Talk

- Surpassed 50,000 subscriber mark soon after 5-year anniversary in August, and still growing; most recent issue went to 50,650
- Recognized those milestones by refreshing *Target Talk* with some design changes and a new header, resulting in a cleaner look
- Reworked some background code to allow more content and advertising
- Significant increase in *Target Talk* advertising, filling all available space with paid advertising in most issues

NSSA-NSCA.Club

- Created new website for clubs, incorporating a discussion forum, blog, club news, and reference material for member clubs

Newsletters

- ***Target Talk CLUBS*** – New monthly club newsletter, *Target Talk CLUBS*, to keep member clubs better informed and assist them with marketing, club management, club member benefits, and other information.
- ***Clay Target Nation EXTRA (Members)*** – New monthly newsletter with shooting tips and similar content, consisting primarily of repurposed CTN content.
- ***Clay Target Nation EXTRA (Non-members)*** – In development, a second version for non-members for use in promotional offers in conjunction with MCA

Websites

- Numerous site improvements to provide more consistency within sections and improve the function of some of the database searches
- Updated web pages daily as needed
- Established process for staff to monitor pages for content in need of updating
- Contracted at discounted rate with web designer Collin Reynolds to assist with website projects
- Added new website analytics capabilities

Scoreboard / Upcoming Shoots Emails

- Launched Scoreboard / Upcoming Shoots emails (separate for NSSA and NSCA) that deliver magazine-style files of those features; offered to both members and non-members and delivered on the 16th of each month. This has alleviated complaints about the lack of printed scores and upcoming shoots.

Surveys

- Produced, distributed, and created reports for 33 surveys (18 for NSCA and 15 for NSSA)
- Produced survey reports as needed for advertisers/sponsors for evaluation and justification of sponsorship

Email Blasts

- Aside from newsletters, produced and distributed 238 email blasts:
 - NSCA – 52
 - NSSA – 46
 - National Shooting Complex – 19
 - Clay Target Nation – 17
 - Elections – 88
 - Membership Renewals – 16

Social Media

- Maintained 3 Facebook pages, 2 Twitter accounts, and 2 Instagram accounts – posting and responding to contacts
- Produced Facebook Live streams at World English, NSSA U.S. Open, World Shoot, and National Championship, resulting in the most activity to date on our social media feeds

- Distributed TV commercial developed for PSCA with excellent engagement and hundreds of email addresses collected for future promotions

NSCA Election

- Conducted the NSCA election for National Delegates, Advisory Council, Regional Delegates, Executive Council, and replacement Delegates/AC member
- Prepared 67 ballots for distribution by email
- Vetted votes, prepared election report with results for each ballot

Renewals

- For the first time, produced and distributed renewal materials by email
 - NSSA and NSCA members – Multiple emails distributed per MCA’s plans, with links for renewal and incorporating A/B testing; further emails to come
 - NSSA and NSCA clubs – Three email blasts each, with reminders to renew and register shoots for publication in February CTN
 - NSCA Instructors – Four email blasts, with reminders to renew listing for publication in January CTN

Other

- ***Records Annual*** – Staff produced the 2017 Records Annual
- ***New Advertising Options*** – Created several new advertising positions that are now being sold – CTN digital issue email, newsletters, NSSA-NSCA.Club, Scoreboard/Upcoming Shoots emails, etc.
- ***Digital Asset Management*** – Contracted with photo management platform, Libris by PhotoShelter, and have been moving and tagging photos for use by magazine and marketing
- ***Continuing Education*** – Sherry Kerr is taking a course, “Publishing for Associations,” and has participated in 6 webinars conducted by PhotoShelter, SurveyMonkey, Bitly, and GrowthZone. Nicki Martin participated in a time-management seminar.
- ***Support for MCA*** – Assisted MCA with projects and provided support, materials, information, deployment of surveys and emails, and review of their work as needed
- ***Support for Dini Spheris*** – Providing support services for research, survey development and deployment, other assistance as needed
- ***Training Tips E-Book*** – Created an e-book, *Training Trips from Top Instructors*, compiled from CTN columns to be used as an offer in promotions by MCA
- ***First-Timers’ Email*** – Created and distributed an email with materials and information for World Shoot and Nationals first-time participants
- ***Email List Management*** – Daily management of email lists in MailChimp to keep them clean, compliant, and purged
- ***Obituary Policy*** – Established and implemented an obituary policy for announcing and recognizing deaths of members
- ***Field & Stream / Outdoor Life Trade*** – Arranged a trade of advertising of their events in CTN and *Target Talk* for promotion of equal value to their subscribers; will offer a CTN EXTRA subscription/*Training Tips* e-book in an upcoming issue of their newsletter