



Washington State High School Boys Volleyball Association Year in Review

2013 Year In Review

Goals of 2013:

- 1) Write all the event handbooks.
- 2) Continue to advertise to the students in school, increase leads to 20.
- 3) Create a monthly newsletter for the leads

State of Washington Boys Volleyball in the beginning of 2013.

With Allan Chinn being appointed as the Boys Director in the Puget Sound Region, we saw a flurry of activity, however Allan often exaggerated the boys count, and depended on clubs to do most of his recruiting. His events though well attended were never up to the numbers he promised. Little information was divulged though he had a blog and his website was up to date. Jared Walters was able to run the tournaments while Allan did his other duties for USAV. CEVA has become more active in its boys efforts. Tim Wignot assumed the duties of Joe Boken, and they have released their event schedule for 2014. CEVA has been more organized. The Evergreen region still has a great relationship with Canada and we look forward to being a part of the Smack Down for the 2nd straight year. One more note is that Allan was relieved at the end of the spring season and the new boys director was supposed to come from the Texas region, unfortunately, she moved to Puyallup, and the commute was too long, and she has not been as active as the Region would like.

Now what we did:

The Goals of 2013 were each achieved and we developed a great backbone for our continued growth in the next coming years. Though the handbooks will have to be tweaked as our model for the future changed. To save costs to the school and the Association, what was originally supposed to be a home and home season, has turned to the building of 7 major tournaments throughout the State of Washington. One in Seattle-Everett area, one in Southcenter-Tacoma area, One in Vancouver-Olympia area, one on the peninsula, One in Yakima-Wenatchee area, One in Tri-Cities, and our final tournament in Spokane. It will be years before we reach the desired goal. In two years we would like to have hosted our first regional tournament. This vision will make it easier to grow put less stress on travel and create a more palatable model for beginning schools.

We actually may have spent too much on advertising to the schools, a lesson as you will see below be explained in our finances. We created twelve newsletters which will be recycled and create more flexibility in our ability to reach out in the building of clubs. Another key component was addressing the Title IX challenges and with the help of the Department of Education we were able to come up with a strategy to overcome challenges with this historic and necessary law.



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Overachievement:

We have two advisors in Western Washington Schools, and I hope to make an announcement in late January and early February for the addition of two new member schools. We have a fancy new logo, which costs the association a mere \$5. We are in works for two new sponsorships. Again another announcement which should come at the beginning of the new year. But our biggest achievement was::

Hosting a successful Spring Open Tournament. 6 teams from around the region competed at a high level at our first event. We spring rolled this into a massive advertising campaign which entailed finding all the school districts in Washington, detailing all the 3A/4A high schools and those small schools without a football program and an available gym. We hope to turn this into a new avenue of finding schools willing to put clubs into their program. This project took all summer. We hope to get 16 teams for our tournament on the 7th of June. This success was predicated on getting our 501(c)3 which we received in February of 2013. This caused for a not well thought out marketing plan to promote the new Tournament. This caused the marketing to be more expensive. Also since we planned more diligently this year, our printing costs have shrunk tremendously, however we also paid for advertising for both 2012 and 2013. Most of the printing costs for 2014 have been paid for, and next year most of the printing costs for 2015 will be paid for in 2014.

2013 Expenses vs 2013 Projected Budget:

We went over budget in every category. The Association spent too much on Facebook Ads and



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Google Ads, going from a projected budget of \$600 to 2,263.37 almosts 4 times the amount budgeted. Due to the scramble nature of promoting the Spring Open Tournament we spent money on the following vendors.

Merchant	2013 Expenses	2014 Projected Expenses
Fiverr	\$ 115.00	\$75
Google Inc.	\$ 211.62	\$0
Bing Ads	\$ 5.73	\$ 5
GSC Video Productions	\$ 300.00	\$300.00
Facebook	\$ 242.62	\$0.00
CustomInk	\$ 272.76	\$0
Clubflyers.com	\$ 439.89	\$500.00
Vistaprint	\$ 20.92	\$0
Northwest Trophy	\$ 109.50	\$200.00
Staples Bellevue	\$ 465.00	\$ 100.00
PrintRunner	\$ 82.45	\$ 0.00
Seattle Public Schools (Office of Public Affairs)	\$ 25.00	\$ 25.00
Adobe		\$ 150.00
EZ Tent		\$ 400.00
lpage		\$100.00
Total	\$ 2,263.37	\$1,855.00



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2014 Budget

The Commissioner,

Brian Boyer