

BEST IN THE **WORLD**



Club Excellence Conference
USSA Clubs and Strategic Partners

May 12, 2015

what's
your
story?



OR



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A Process



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Strategic Partnership

- Problem Solving
- Recognizing the **Needs** and **Strategies** and **Priorities** of the other
- Support
- Communication
- Planning
- Evaluation - Review



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Elements of Club – Partner Relations

- PR and Marketing Collaborations
- Professional Development Opportunities
- Program and Event Support
- Mutually Beneficial Infrastructure/Facilities/Venues

**BRING
VALUE!**



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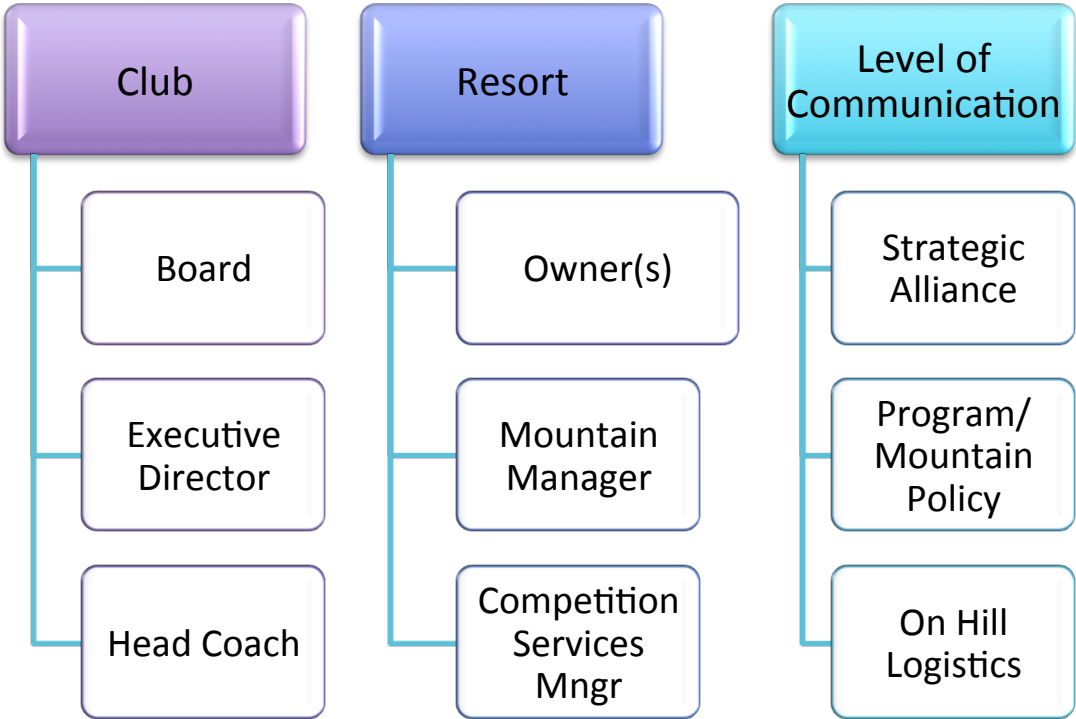
Bring Value!



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Peer-to-Peer Communications



- **Verbal – the handshake**
 - Hard to review, relies solely on a person-to-person relationship, not binding in any way. Often leads to confusion with regards to roles and responsibilities – especially with those not involved with the verbal agreement.
- **Letter of Intent**
 - Provided from one party to the other to communicate that parties intentions, plans and their statement of understanding roles and responsibilities. Signed by one party, not legally binding. Able to review – intentions and plans are in writing.
- **Letter of Understanding**
 - Provided from one party to the other to communicate that parties intentions, plans and a mutually discussed and agreed upon statement of understanding roles and responsibilities. Signed by one party, but confirmed by both parties - not legally binding. Able to review – intentions and plans are in writing and informally agreed upon.
- **Memorandum of Understanding**
 - Legally structured letter of understanding signed by both parties typically reviewed by legal council. Much more formal, but not legally binding.
- **Contract**
 - Legally binding agreement, reviewed by legal council and signed by both parties.

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The Process

- Draft Agreement
- Communicate, Communicate, Communicate
- Review, assess, adopt



National Ability Center – Park City, UT



Ellen Adams, Program Director

Originally from Vermont, Ellen grew up with horses and skiing in her backyard. She received a BA from Middlebury College, where she led the Alpine Ski Team to two National Championship titles. Following a successful career in management in the winter sports industry, she turned her sights to non-profit work, and now heads up our Program Department, ensuring her team gives every athlete, participant, family member and guest the best experience possible.

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