



Last month I outlined a few thoughts on how to reinforce your business during these challenging times. In the next couple issues of *Technique*, Patti Komara, a club owner from Dyer, Ind., has assembled thoughts from club owners around the country regarding the top five things “they know for sure.” These thoughts are helpful and expand on the ideas that were introduced in last month’s editorial.

As you read the article entitled, “What We Know For Sure,” notice the common themes that are woven throughout this feedback. Although each club owner presents things slightly differently, there are similarities in the core values of their message. Ms. Komara’s work is being published in a few parts to help keep this mental stimulation vibrant over the next couple of months. The goal is to help you stay motivated and creative in your approach to navigating this tough economy and come out on top!

We are looking forward to the Tyson American Cup, taking place at the Sears Centre Arena in Hoffman Estates, Ill., Feb. 21. It will be the first major gymnastics competition in the new quadrennium with the revised *Code*. So many gymnasts have gone on from winning the Tyson American Cup title to winning gold at the World Championships and/or Olympic Games. We are very proud to work in partnership with Chicago 2016 during this important period of its bid to host the 2016 Olympic Games. If you are unable to attend the event in person, please watch the live broadcast on NBC from 4-6 p.m. ET.

In addition, USA Gymnastics has partnered with Chicago 2016, World Sport Chicago and the Chicago Park District to host the Tyson Fitness Challenge in the six-week run-up to the event. Throughout the month of January and early February, fitness is at the core of the gymnastics training program for 4,400 kids in the Chicago Park District gymnastics programs. This is an incredible prototype for USA Gymnastics and is being supported with promotional appearances by Olympians Kerri Strug, Raj Bhavsar and Shannon Miller, among others. It’s our way of helping kids get a healthy start in the New Year.

You, too, will soon be receiving information regarding the 2009 Tyson Fitness Challenge, which has refreshing new content designed to enhance previous versions of this important curriculum. I encourage all of you to begin planning for your 2009 activities in this partnership with USA Gymnastics. Many clubs have found this concept quite beneficial in reinforcing their business plan. Contact Loree Galimore at Lgali@usa-gymnastics.org for more information.

Lastly, we are noticing more clubs incorporating the USA Gymnastics slogan, “Begin Here. Go Anywhere.” and we continue to search for good stories that showcase how gymnastics has helped people, either in the short or long term. I hope you caught the story about the world champion surfers from Hawaii in the last issue. More motivating stories can be found at www.beginheregoanywhere.com. If you have an interesting story, please let us know. Send your emails to publications@usa-gymnastics.org.

See you in the Gym,

Steve Penny
President/CEO