



2020 US NATIONAL TEAMS

US National Adaptive Abilities Teams

US National Special Olympics Teams

US National Junior All Girl Team

US National Junior Coed Team

US National Junior Hip Hop Team

US National Junior Pom Team

US National Premier Jazz Team

US National Premier Hip Hop Team

US National Premier Pom Team

US National Premier All Girl Team

US National Premier Coed Team



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January 6, 2020

Dear US National Team Athletes & Coaches,

On behalf of USA Cheer, I would like to congratulate you on being selected to represent the US National Team! We are excited that you will be a part of the team that represents the United States of America at the ICU World Cheerleading Championships this coming April in your respective division. This is the most prestigious event for our sport, which you will be able to say you played an integral part in. ***Congratulations!***

With the honor of being selected as the US National Team comes the incredible responsibility of representing our sport and more importantly our great country. I know that you will rise to the occasion and set the kind of example that will make our sport and our country proud.

In preparing for our upcoming journey we have a lot to do:

Make Arrangements for April 26-29: All US Teams will meet on Sunday evening, April 26th for a performance event and a USA Meet-n-Greet. More details will be given closer to the event. All US National Junior Teams will have Opening Welcome Ceremony and competition on Monday, April 27th followed by the ICU Cultural Exchange that evening. All other teams will compete Tuesday and/or Wednesday. See schedule of events below or at www.cheerunion.org.

Athlete / Coach Code of Conduct: Please go over with your athletes and coaches. Have all athletes and coaches sign the Athlete Code of Conduct. All members under the age of 18 must have a parent or guardian signature.

Fundraising: Each team will be required to fundraise to cover costs to participate in the ICU World Cheerleading Championships. USA Cheer can provide resources to assist teams to reach financial goals. Teams can fundraise through donations or private sponsorship. All fundraising will be due two weeks prior to the ICU Championship. Sponsorships or donations to the US National Team are not tax deductible.

Media Guide: As a member of the US National Team, you may be contacted by the media. ***Remember all media releases must be cleared through myself or our USA Cheer office.*** If I don't contact you first to alert you that someone will be contacting you, then your first response should be, "I can't talk right now, but please give me your number and I will call you back." Call me as soon as you get off the phone so we can discuss. The enclosed media guide (pages 11-12) will be helpful if you are approached by any media outlets.

Drug Testing: We will be following International Olympic Committee protocol, which means athletes from each team will be randomly tested when they get to Orlando. As I stated earlier, we need to be above reproach as ambassadors of the United States

representing USA Cheer. If you test positive for any illegal performance enhancing drugs, you will be required to reimburse USA Cheer for all expenses as they relate to you and may forfeit your position on the US National Team. For a list of illegal drugs, please go to the World Anti-Doping Agency (WADA) website at: www.wada-ama.org.

General Agenda: (More info: www.cheerunion.org under ICU World Cheerleading Championships)

Sunday, April 26, 2020

All US National Teams arrive in Orlando, FL

USA Cheer Show Night performance event

Monday, April 27, 2020

ICU Junior World Cheerleading Championships Welcome / Competition / Awards

ICU World Cheerleading Championships Opening Ceremonies

ICU Athlete Cultural Exchange / VIP Coaches Reception

Tuesday, April 28, 2020

ICU World Cheerleading Championships Semi-Finals

ICU World Cheerleading Championships Adaptive Abilities / Special Olympics Competition / Awards

Wednesday, April 29, 2020

ICU World Cheerleading Championships Finals / Awards

ICU World Cheerleading Championships Closing Ceremonies

Social Media: Please follow USA Cheer on the following platforms.

Twitter: @usacheer

Instagram: @usa_cheer

Facebook: @usacheer

Please make sure you scrub your Facebook, Twitter, Instagram and all other social media sites to ensure they are appropriate for a representative of the US National Team.

I will be sending you more information in the coming weeks, but if you have questions in the meantime, please feel free to call me at (606) 356-2215. Once again, congratulations and we look forward to seeing you soon!

Warmest Regards,



Tony Nash

Director, USA Cheer National Teams

Head Coach, US National All Girl Team

USA Federation for Sport Cheering

Email: tnash@usacheer.org

Phone: (606) 356-2215

The USA Federation for Sport Cheering

USA Cheer Athlete Code of Conduct

Being selected as a member for the US National Team of the USA Federation for Sport Cheering (hereby referred to as USA Cheer) is a privilege and not a right. All athletes selected to the US National Team must strictly adhere to this Code of Conduct in order to be a member and remain a member, in good standing of USA Cheer and thus enjoy the rights and privileges associated with representing your country on this team. We, at USA Cheer, reserve the right to revoke an athlete's membership for cause.

USA CHEER ATHLETE CODE OF CONDUCT

All athletes associated with the National Team will abide by a Code of Conduct, which includes the provisions listed below. If an athlete disrespects or violates any of these rules, USA Cheer has the right and will take appropriate action to assign penalties, suspend, or revoke athlete's membership and thus all, the rights and privileges associated with same.

In consideration of the participation in activities of USA Cheer membership on teams organized, sponsored, or sanctioned by USA Cheer, and participation in competitions, events, and other activities (international or domestic), including camps, clinics, exhibitions, programs or appearances for, on behalf of or in representation of USA Cheer,

I acknowledge, understand, and agree to abide by this Athlete Code of Conduct and pledge to uphold the spirit of this Code of Conduct, which offers a general guide to my conduct. Therefore, I pledge and agree to the following:

I will at all times display the conduct expected of me as an athlete and a representative of USA Cheer. I will conduct myself in a manner that will not in any way bring disrespect, discredit, or dishonor to either myself, my teammates, USA Cheer, my country, or organizer of an event in which I participate.

I will conform to all applicable local, state, and federal laws and regulations, and any rules, regulations, and codes that may be established for events, programs, and activities in which I participate, including those of USA Cheer, the International Cheer Union, the United States Olympic Committee ("USOC"), and any organizer of an event in which I participate.

I will not give an interview to, or share information with any media outlet, unless, the Executive Director of USA Cheer; Lauri Harris, or Director of US National Teams; Tony Nash has approved said outlet.

I will in no way share any personal information regarding the US National Team athletes, coaches, administration, or USA Cheer Board of Directors to any person

outside of the US National Team or USA Cheer, unless approved by said Executive Director Lauri Harris or Director of US National Teams Tony Nash.

I will adhere to the following social media policy:

- I will not post, share or re-post anything that could be counter to our mission.
- I will not post any information on a personal blog or social networking site that does not portray a positive image and/or uphold the professional standards of USA Cheer.
- I will not post derogatory, harassing, or insulting comments or photos about fellow teammates, brands or competitors or our activities as an organization.
- I will not post photos and/or videos that contain unacceptable social behavior.
- I will not post photos or videos that contain nudity, underage and/or excessive drinking, drug use, provocative poses, inappropriate attire, etc.
- I will never post photos of illegal skills (i.e. stunts on illegal surfaces) and support all safety rules and guidelines on social media.
- I will never post, share/re-post videos of any activity that disregards the importance of safety, e.g. "Cheerleader Fails," etc.

I will not represent the US National Team outside of approved USA Cheer functions. This includes marketing, hosting camps, clinics, promotions, media, etc. as a member of the US National Team. In addition, acting on your own accord teaching and/or working with competing countries' national cheer team programs is prohibited in any capacity for the current year and two years after being part of the US National Team.

I will act in a sportsmanlike manner consistent with the spirit of fair play and responsible conduct.

I will maintain a level of fitness and competitive readiness that will permit my performance to be at the maximum of my ability.

I will refrain from conduct detracting from my ability or that of my teammates to attain peak performance.

I will respect members of my team, coaches, other teams, spectators, and officials, and engage in no form of verbal, physical, or sexual harassment or abuse.

I agree to drug testing by the United States Anti-Doping Agency (USADA), USA Cheer; the USOC, the ICU, the IOC or the World Anti-Doping Agency (WADA) or any other agency with applicable jurisdiction for drug testing any sanctioned event or activity in which I participate as a team member or individual. I acknowledge that I am subject to the USADA Protocol for Olympic Movement Testing. I understand that if I refuse drug testing or fail to report for scheduled drug testing, this will carry the same sanction as having tested positive for a banned substance.

I realize that if I choose to take actions other than those described herein, I will be subject to disciplinary action and that the consequences of my actions could possibly affect my opportunities as an athlete and USA Cheer membership in the future.

I understand that I cannot be involved with, nor have any association with transporting, possession, or unauthorized use of alcoholic beverages, illegal drugs, any USA Cheer; ICU or IOC banned medication or substances, or any substances or procedures in violation of the USADA Protocol.

I understand that I cannot be involved or associated with any act considered to be an offense under federal, state, or local laws; or a violation of the applicable rules, regulations, or codes of USA Cheer; the ICU, the USOC, the IOC, the USADA, or the organizer of an event in which I participate.

Without the prior written consent of USA Cheer, I will not use, or grant a third party the right to use, for advertising or promotional purposes any of the names US National Team, USA Federation for Sport Cheering, and USA Cheer or appear in television commercials, newspaper advertising, performances, or other promotional materials while wearing US National Team uniform/apparel.

I understand that appropriate and proper behavior is my responsibility at all times and that misconduct (i.e., inappropriate behavior, breaking rules, horseplay, theft, fighting, use of alcohol or drugs, use of profane language, etc.) may cause me to lose rights and all privileges associated with my membership and participation in USA Cheer.

I understand that I am responsible for being at all mandatory practices, events, and appearances, unless approved by the National Team Director and the Head Coach of selected team.

Mandatory practice and appearance dates are as follows:
TBD by Team Coaching Staff.

April 26-29, 2020 ICU World Cheerleading Championships (Orlando, FL)

I recognize that this Code does not establish a complete set of rules, which prescribes every aspect of appropriate behavior.

USA Cheer Media Guide

How to represent yourself, USA Cheer and cheerleading to the rest of the world.

From time to time, you may be contacted by the media regarding cheerleading and USA Cheer.

First, understand you are your own representative. A few moments in an interview can define you to everyone that doesn't know you. You should convey your best self at all times.

Second, you are a representative of USA Cheer, and your words and actions will be presented in that light. If you are quoted somewhere, it will likely be tagged with "member of the US National Team," so be mindful of how you present yourself.

Third, cheerleading as a sport is being represented when you speak. People reading or watching the story will bring the stereotypes and prejudices they have towards cheerleading to the story. Some of these stereotypes are that cheerleaders are ditsy, uninformed, and self-centered. In addition to this, many people in the public also see cheerleading as dangerous and unregulated, mainly due to recent misperceptions and misreporting perpetuated by the media.

If you are contacted by the media directly (without a referral from USA Cheer), **do not take the interview on the first call**. Let the reporter know you would love to speak to them, but that this isn't a good time, and get some information so you can call them back. Get their name, media outlet, phone number, and the best time to call, and see if you can get a quick idea as to what the interview is about. This will give you time to contact the USA Cheer office and to prepare yourself for answering questions without distractions.

When speaking to the media, it is important to understand that the person asking you questions has a story they are trying to tell. In most cases, they are trying to get answers that back up their story. You also have a story to tell, and your story should be told in every answer.

Media Response Examples:

Question: “Tell me about the injuries you've sustained in cheerleading.”

Response: “I've had a few when I played other sports, but we have a great safety program with USA Cheer. Our coaches make sure they are putting us in the right positions and we practice with spotters until we've perfected the skills.”

Question: “Are you scared to represent the US on a world stage?”

Response: “I am honored to have been selected and I'm looking forward to representing the United States. We have great athletes and a great team. After all, cheerleading started right here!”

Question: “What do you expect to gain from your experiences competing in cheerleading?”

Response: “As a (i.e.) *political science* major, I'm really looking forward to meeting people from other countries, getting to know how they view the US, and what we can do to further our relationships around the world.”

USA Cheer Media Liaison

If you are uncomfortable with questions you are asked or need help with media related inquiries, please contact:

Sheila Noone

Office: (901) 251-5959

Cell: (901) 826-6746

media@usacheermedia.org

USA Cheer Social Media Guidelines

We realize that most of you are on social media sites like Facebook, Twitter, Instagram, etc. These are all great tools to alert your followers of your membership of the US National Team. Please be mindful of what you are posting. Now that you have made the team, you now represent USA Cheer and serve as a role model for other athletes. It is mandatory that you clean up your previous social media and that you reflect USA Cheer. As a member of the US National Team, you are a representative and ambassador of our mission at USA Cheer. We expect you to behave in a professional manner, reflecting the positive image of USA Cheer, on and off social media.

If USA Cheer comes across social behavior that is counter to our mission and detrimental to you as an individual, it could result in the following consequences:

- A warning from your coach or a higher level corporate representative
- A “suspension” from the US National Team indefinitely, or
- Dismissal from the US National Team

Do's:

- Follow all USA Cheer social accounts
 - Facebook: @USACheer
 - Instagram: @usa_cheer
 - Twitter: @usacheer
- Use proper USA Cheer terminology
 - US National Team
- Retweet/repost USA Cheer accounts often.
- Keep your personal accounts clean (this includes Snapchat!)
- Your personal account is subject to even stricter guidelines, as cheerleaders typically add your personal account as soon as they find out you are a member of the US National Team. **We have a zero-tolerance policy for alcohol, partying, drugs, and inappropriate language. This includes retweets.**

Don'ts:

- Do not use the term “Team USA”
- Do not post any inappropriate tweets, captions, comments or photos. This includes:
 - Posting derogatory, harassing, or insulting comments or photos about fellow team members, coaches, USA Cheer staff, or competitors.
 - Photos or videos that contain nudity, underage drinking or drug use, provocative poses, inappropriate attire, etc.
- Do not post anything that would suggest you are in disagreement with a USA Cheer business decision.
- Never post photos/videos of illegal stunts or skills, as well as skills on illegal surfaces. Keep in mind that promoting safety is always a priority. Support all safety rules and guidelines on all accounts.

USA Cheer Medal Counts

Premier All Girl

2019 – Silver
2018 – Silver
2017 – Gold
2016 – Gold
2015 – Gold
2014 – Gold
2013 – Gold
2012 – Gold
2011 – Gold
2010 – Gold
2009 – Gold

Premier Coed

2019 – Gold
2018 – Gold
2017 – Gold
2016 – Gold
2015 – Silver
2014 – Gold
2013 – Gold
2012 – Gold
2011 – Gold
2010 – Gold
2009 – Gold

Partner Stunt

2014 Coed – Silver
2013 Coed – Bronze
2012 Coed – Gold
2012 All Girl – Gold
2011 Coed – Silver
2011 All Girl – Gold
2010 All Girl – Gold
2009 Coed – Gold

Premier Freestyle Pom

2019 – Silver
2018 – Gold
2017 – Silver
2016 – Gold
2015 – Gold
2014 – Gold
2013 – Gold
2012 – Gold
2011 – Gold
2010 – Gold
2009 – Gold

Premier Hip Hop

2019 – Silver
2018 – Bronze
2017 – Silver
2016 – Gold
2015 – Gold
2014 – Gold
2013 – Silver
2012 – Silver
2011 – Gold
2010 – Silver
2009 – Gold

Premier Jazz

2019 – Gold
2018 – Silver
2017 – Gold
2014 – Silver
2013 – Gold
2012 – Gold
2011 – Gold
2010 – Gold
2009 – Gold

Junior All Girl

2019 – Bronze
2018 – Gold
2017 – Gold

Junior Coed

2019 – Gold
2018 – Gold
2017 – Gold

Junior Hip Hop

2019 – Gold
2018 – Gold
2017 – Gold

Adaptive Abilities

2019 – Gold (Median)
2019 – Bronze (Advanced)
2018 – Silver

ParaCheer Hip Hop

2018 – Silver

Junior Pom

2019 - Gold

Special Abilities

2019 – Traditional – Gold
2019 – Unified – Gold
2018 – Traditional – Silver
2018 – Unified – Gold

Special Olympics

2019 – Traditional Pom – Gold
2019 – Unified Pom – Gold
2019 – Unified Hip Hop - Gold

Medal Count

Gold – 61
Silver – 17
Bronze – 4

Flag Etiquette Standards of Respect

The Flag Code, which formalizes and unifies the traditional ways in which we give respect to the flag, also contains specific instructions on how the flag is not to be used.

- The flag should never be dipped to any person or thing. It is flown upside down only as a distress signal.
- The flag should not be used as a drapery, or for covering a speaker's desk, draping a platform, or for any decoration in general. Bunting of blue, white, and red stripes is available for these purposes. The blue stripe of the bunting should be on the top.
- The flag should never be used for any advertising purpose. It should not be embroidered, printed, or otherwise impressed on such articles as cushions, handkerchiefs, napkins, boxes, or anything intended to be discarded after temporary use. Advertising signs should not be attached to the staff or halyard.
- The flag should not be used as part of a costume or athletic uniform, except that a flag patch may be used on the uniform of military personnel, fireman, policeman and members of patriotic organizations.
- The flag should never have placed on it, or attached to it, any mark, insignia, letter, word, number, figure, or drawing of any kind.
- The flag should never be used as a receptacle for receiving, holding, carrying, or delivering anything.
- When the flag is lowered, no part of it should touch the ground or any other object; it should be received by waiting hands and arms. To store the flag it should be folded neatly and ceremoniously.
- The flag should be cleaned and mended when necessary.
- When a flag is so worn it is no longer fit to serve as a symbol of our country, it should be destroyed by burning in a dignified manner.
 - Note: Most American Legion Posts regularly conduct a dignified flag burning ceremony, often on Flag Day, June 14th. Many Cub Scout Packs, Boy Scout Troops, and Girl Scout Troops retire flags regularly as well. Contact your local American Legion Hall or Scout Troop to inquire about the availability of this service.

Parading and Saluting the Flag

When carried in a procession, the flag should be to the right of the marchers. When other flags are carried, the flag of the United States may be centered in front of the others or carried to their right. When the flag passes in a procession, or when it is hoisted or lowered, all should face the flag and salute.

The Pledge of Allegiance and National Anthem

The pledge of allegiance should be rendered by standing at attention, facing the flag, and saluting. When the national anthem is played or sung, citizens should stand at attention and salute at the first note and hold the salute through the last note. The salute is directed to the flag, if displayed, otherwise to the music.

The National Anthem

Oh say can you see, by the dawn's early light
What so proudly we hail'd at the twilight's last gleaming
Whose broad stripes and bright stars, thro' the perilous fight
O'er the ramparts we watch'd, were so gallantly streaming
And the rockets' red glare, the bombs bursting in air
Gave proof thro' the night that our flag was still there
O say, does that star-spangled banner yet wave
O'er the land of the free and the home of the brave

The Pledge of Allegiance

I pledge allegiance to the Flag of the United States of America,
and to the Republic for which it stands,
one Nation under God,
indivisible, with liberty and justice for all

USA Cheer Administration Contact Information

Bill Seely – President USA Cheer | bseely@usacheer.org

Lauri “Looie” Harris – Executive Director USA Cheer | lharris@usacheer.org

Tony Nash – Director of US National Teams | tnash@usacheer.org

Jessica Chatto – USA Cheer Executive Assistant | jchatto@ucacheer.org

US National Team: Jazz / Hip Hop / Pom

Stacy Shelton – Director of USA Dance | dance@usacheer.org

US National Team: Premier All Girl

Tony Nash – Head Coach | tnash@usacheer.org

Nicole Nichols – Assistant Coach | nnichols@varsity.com

Leighton Clarke – Assistant Coach | lclarke@varsity.com

US National Team: Premier Coed

LeRoy McCullough – Head Coach | lmccullough@usacheer.org

Christa Grizzle Sanford – Assistant Coach | ggrizsanford@gmail.com

Alli Lumpkin – Assistant Coach | lumpkin.alli@gmail.com

US National Team: Junior All Girl / Coed

Blake Johnson – Director, Junior National Teams | bjohnson@varsity.com

Josh McCurdy – Director, Junior National Teams | jmccurdy@varsity.com