

“Sharing Best Practices” 2010 OSIP Conference

AACCA

Using experts in their fields

Traveling Teams

Understanding client/customer needs.

Damon Henricks, ABI Digital Solutions

Clients only need to shop at one vendor for signage needs.

AmeriCheer & AmeriDance

A staff that is passionate about their role at the company and enthusiastic about the industry.

United Performing Association (UPA)

Providing judge training and certifying all with a unique system.

Drew Bewley, The Cheer Leader Magazine

A cheerleading magazine from experienced current and former talented cheerleaders.

Jamie Bewley Byrd, The Cheer Leader Magazine

How we relate to our customers.

Dennis Worley, AllStar Challenge

Personal contacts who are not directly sales-related.

Taylor and Candy Kendrick, MTM Recognition

Design, create, and manufacture custom awards for individual customer needs.

World Spirit Federation (WSF)

Being a useful and knowledgeable resource for our peers.

Mary Sparacino, United Spirit Association (USA)

Unity is the key.

Lance Wagers, American Cheerleaders Association (ACA)

Summer camps – leadership development and personalized customer service.
Nationals – consistent staff knowledge and customer service.

Amy Hamfeldt, Action Moments Photography

Customer empathy.

Brian Hamfeldt, Action Moments Photography

Best value of quantity, quality, and price for our entire customer base.

Kay Klausner, BA Star

Providing the best customer experience.

Philip Hollis, Hollis and Associates

Flexibility to work in different environments and adapt.

Jillian Burns, Brax Ltd

Solution providers and delivering happiness.

Debbie Parker, A Finishing Touch (AFT) Creations

Best delivery and quality of accessories.

Bill Patterson and Karen Halterman, NCA/NDA

Meeting expectations of a long-time tradition with great customer service.

Kendra, US Spirit

Constant contact with our customer base keeps them happy.

Beth Wilson, Mahaffey Tent Rentals

Quality, turnkey, and customized solutions and customer service since 1924.

Chris Korotky, Inside Cheerleading Magazine

Unique editorial mix, seasoned contributors, and a uniquely experienced staff.

Kelly McKeown and Carter Cheskey, GK Elite Sportswear

Be authentic to everyone. Be passionate about your product. Be available to help. Be truthful to your customers.

Ross Moreale, Ross Athletic

Quality equipment and customer service.

Sid Hill, AdPro

Enable companies have their products even in a last-minute situation.

Marlene Cota, Varsity

Assembling employees from diverse backgrounds and cultivating and incorporating their talents into a strategic, successful business roadmap.

Nicole Lauchaire, UCA/Varsity/Varsity TV

Putting our customers in the spotlight.

Pamela Enders, Confident Cheerleading

Provide consistently high level content.

Josh Vanderpool and Lorei Salie Gametime Travel

A customizable system for organizations' specific needs.

Mark Lyczkowski, Spirit Xpress and All Star Challenge

Retain caring and experienced staff for camps and competitions.

Greg Webb, Spirited Sales Leaders

When hiring, look first for a general pattern of success in their lives.