



2020-2021 ACE Cheer Company General All-Star Information

ACE Cheer Company, LLC, strives to help each member reach or exceed their potential as an athlete and as a person. Our program is intended to teach goal setting, personal commitment, accountability, teamwork and leadership qualities that will last a lifetime.

Please use the General All-Star Information, Practice & Competition Information and Contract & Financial handbooks to understand the ACE Cheer Company competitive cheerleading program and the policies and procedures that are put in place for your family. We encourage each family to take the time to review the rules, policies and procedures with their athlete. This will ensure that the athlete and their families fully understand the expectations that will be put into place regarding individual and team commitments. ACE Cheer Company focuses tremendous effort into open communication with athletes and parents alike; therefore, understanding the Handbook in its entirety is of utmost importance. As we enter our **22nd** season, ACE Cheer Company is looking forward to another amazing year with our athletes and excited to welcome all of our new members into the Tribe family.

ACE Cheer Company: Administrative Staff Contact Information

<u>Name</u>	<u>Title</u>	<u>Phone</u>	<u>Email</u>
Happy Hooper	ACE Cheer Company Owner	205-447-4275	Tribecoach@aol.com
Dan Harrod	ACE of Huntsville Owner	256-529-7255	danharrod@acetribe.com
Ben Park	ACE of Huntsville Manager	205-542-8491	ben@aceofhuntsville.com
Cammy Ammirati	ACE of Huntsville Front Desk	256-542-9088	acehuntsvillejackrabbit@gmail.com
Brandon Prince	Varsity Sales Rep	205-292-0674	BPrince@varsity.com

ACE Cheer Company: Communication Hierarchy

ATHLETES & PARENTS/GUARDIANS



COACHES



MANAGER



ACE Cheer Company: Website & Social Media Outlets

Website: www.aceofhuntsville.com **Twitter:** ACEHuntsville **Facebook:** ACEofHuntsville **Instagram:** ACEofHuntsville

Your personal email account will be the most direct point of communication for all information from ACE Cheer Company and your athlete's team. ACE Cheer Company will use the Remind app for immediate communication throughout the season. We will send reminders, competition updates, etc.; through this app. Please ensure that you accept your invitation to the Remind App following team announcements.

ACE Cheer Company will **not** use the United States Mail, UPS, Federal Express or other similar services to deliver communications to you. Consequently, it is each parent's and athlete's responsibility to monitor their email and the ACE Cheer Company website to ensure that they are aware of all communications relating to ACE Cheer Company.



ACE Cheer Company: Healthy & Productive Communication

- During classes and practices, coaches need to spend their time instructing and teaching the athletes. Parents should **never** approach a coach during a class or practice. Coaches will be available for a reasonable time following classes and team practices to answer any questions regarding your athlete, their needs and their individual progress.
- At competitions, coaches are there to coach. Any issues that arise during a competition will be addressed during the week following the competition. Parents should never approach a coach with an issue at any point during the competitions.
- We have a strict policy in place stating that coaches are not available to discuss:
 1. Information regarding other ACE Cheer Company athletes and/or parents.
 2. ACE Cheer Company coaches who do not coach their athletes.
 3. Decisions made by the Administrative Staff.
 4. Issues that involve any type of comparison of their athlete to another athlete, coach-to-coach, or ACE Cheer Company to any other cheerleading training facilities.
 5. Other topics and issues that ACE Cheer Company, in its sole discretion, deem inappropriate for discussion
- Coaches will not entertain questions regarding specific strategic decisions (e.g., placements made in formations, decision of why an athlete was moved, added, removed, or replaced in stunts and tumbling sections) in a public setting.
- We strongly encourage parents to have their athletes speak with the coaches directly in regards to, but not limited to, the following issues, should they arise:
 1. Routine element questions
 2. Individual and group skill preparedness
 3. Injury/Illness
 4. Outside events that may affect performance
- If you or your athlete would like a better understanding of routine placements, team decisions, etc., please email your All-Star Director. We will then set up a meeting with you, your athlete, the athlete's coach and the All-Star Director. ACE Cheer Company keeps an open-door policy with communication to help each parent and athlete understand every decision in which they are involved.
- It is inappropriate for an athlete or a parent to approach other ACE Cheer Company members about a problem, issue or dispute they may have with an ACE Cheer Company coach or teammate regarding personal objections to coaching decisions and/or disagreements with an administrative decision. This leads to unnecessary drama and problems and will result in immediate dismissal from the ACE Cheer Company program.
- If there is a matter that seems to remain unresolved, or if the athlete has clear, legitimate concerns that speaking to the coach will not or cannot possibly resolve the matter, please bring the concern directly to the All-Star Director.
- If a concern is emotional or heated, we recommend a "cooling period" before contacting your All-Star Director and/or the coach. We understand that issues involving a child are very important and require quick resolution; therefore, we want to ensure that the situation is handled in a constructive manner.

ACE Cheer Company: Gym & Staff Certifications

USASF Gym and Staff Certifications

- The mission of the United States All Star Federation (USASF) is to support and enrich the lives of our All Star athletes and members. We provide consistent rules, strive for a safe environment for our athletes, drive competitive excellence, and promote a positive image for the sport.
- ACE Cheer Company is a Certified Gym Member of the United States All Star Federation (USASF).
- ACE Cheer Company All-Star staff are all credentialed and certified members of the USASF.
- Athletes in the ACE Cheer Company program will be required to become a credentialed member of the USASF yearly.
 - More information is available at www.usasf.net.

Safety Measures

- As part of ACE Cheer Company's effort to provide a safe environment to its coaches, our All-Star staff have become:
 - USASF Members
 - CPR Certified
 - NCSI Background Check Compliant
 - SafeSport Trained with Athlete Protection Education



ACE Cheer Company: Brand and Logo Policy

- All ACE letters and logos are copyright protected.
- All spirit wear items are to be purchased through Varsity or Ragland.
- If a parent would like to buy merchandise for an entire team, the order must go through Varsity or Ragland. Happy Hooper must approve any spirit items purchased for teams.
- Bows, t-shirts, bags, etc. with an identifiable icon, resemblance, design or reference to ACE, Tribe, etc., not purchased through Varsity and/or Ragland, are not permitted.
- Anyone who attempts to sell or give away items with an identifiable icon, resemblance, design or reference to ACE, Tribe, etc. will be in violation of the *ACE Brand and Logo Policy*.
- You are welcome to monogram your warm-up; however, we ask that you use *athletic gold* for the lettering. Athlete's name, initials and/or nicknames are all acceptable.
- These, and all, decisions will be at the sole discretion of the gym owner and/or All-Star Director.

ACE Cheer Company: Program Philosophy

- The ACE Cheer Company program philosophy is simple:
 - Program FIRST, Site SECOND, Team THIRD, Athlete FOURTH.
- ACE Cheer Company members agree to put the team ahead of the individual athlete. All decisions are made for the benefit of the team's performance, scoring and success. Although the individual athlete is very important to the program, some decisions, initially, may not seem to be the best to the athlete or parent. We ask that each athlete take the time to see what the overall routine entails. If he/she still has a question with a decision, they should then speak with and/or schedule a meeting with the coach.
- Athletes will set individual and team goals for the season. Through instruction, the athlete will work hard to obtain and even exceed those goals, building a strong work ethic for the future. ACE Cheer Company is focused on developing the lifelong success of the athlete, not on merely winning championships.
- If it is in the best interest of the program, an athlete may be moved from one team to another team. This is a decision that will only be made through careful evaluation and consideration of both teams and in the sole and absolute discretion of ACE Cheer Company. An All-Star Director will contact you with any information regarding a team change and schedule a meeting if necessary (excluding Warriors.)
- Athletes being moved to a different team should not be perceived as a negative consequence. The decision to move an athlete to a different team may be based off of one or more of the following reasons, among others:
 1. Athlete's routine positions (side base, back base, top)
 2. Athlete's skill level (tumbling, stunting, jumping, etc.)
 3. Athlete's attitude
 4. Athlete's willingness to learn and improve in a group setting
 5. Team's needs for competition
 6. Attendance issues
 7. Injury
- Athletes may request to be moved to a lower level team if he/she feels they are not sufficiently utilized throughout a routine or if they become overwhelmed by the routine layout. Although maintaining the mental and physical well-being of the athlete is recognized as a paramount concern, any move to a different team will depend on team availability and availability of roster positions. In this case, athletes must be willing to fulfill any position needed by that team.
- These, and all, decisions will be at the sole and absolute discretion of the gym owner and/or All-Star Director.

ACE Cheer Company: Tryouts Process

Tryout Process

- ACE Cheer Company Tryouts will begin on May 18th through May 21st. Due to the covid-19 situation we will be trying out athletes in small groups. Please read below to become an ACE All-Star!
 - Register for (ACE All-star Tryouts 20-21) from your parent portal or aceofhuntsville.com
 - Go to events
 - Register for a tryout time that fits your schedule.
 - Complete the esign (**2020-2021 ACE Cheer Company Financial Obligations & Contract**) on our website aceofhuntsville.com before your tryout time
 - Contract will be available to sign on May 1st.
 - Drop off your athlete at ACE of Huntsville 10 minutes prior to your tryout time.
 - Pick up your athlete's 1 hour after your tryout time.
 - For athletes 5 and under 1 parents will be allowed in the lobby during your tryout time and they will be excused once their tryout is complete
 - If you wish to have a virtual tryout please send your videos to danharrod@acetribe.com during the week of May 18-21.



- During Tryouts
 - Athletes trying out will need to complete the skills for the level desired from the level requirement list on aceofhuntsville.com.
 - If you do not know the level or skills your athlete has, we will help you during the tryout process.
 - Athletes will then be asked to perform any optional tumbling skills if they wish.
- Team Announcements
 - **May 22nd**
 - You will receive an email of your athletes team placement.
 - Any issues with team placements should be handled by contacting Dan Harrod.
- Stunting Evaluations
 - Once teams are formed we will be evaluating stunts through the month of June.
 - Your athletes may or may not be moved from a team to another due to their stunting ability and the needs of the team.
 - Teams will be finalized by the end of June.