



## 2021-2022 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 **23rd** 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

| Name            | Title                                  | Phone        | Email                             |
|-----------------|--|--------------|-----------------------------------|
| Happy Hooper    | ACE Cheer Company Owner                | 205-447-4275 | tribecoach@aol.com                |
| Dan Harrod      | ACE of Huntsville Owner                | 256-529-7255 | danharrod@acetribe.com            |
| Ashley Mitchell | ACE of Huntsville All-Star Coordinator | 256-469-0044 | ashleyacetribe@gmail.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  
COORDINATOR  
MANAGER  
OWNER

### ACE Cheer Company: Website & Social Media Outlets

**Website:** [www.aceofhuntsville.com](http://www.aceofhuntsville.com) **Twitter:** [ACEHuntsville](https://twitter.com/ACEHuntsville) **Facebook:** [ACEofHuntsville](https://www.facebook.com/ACEofHuntsville) **Instagram:** [ACEofHuntsville](https://www.instagram.com/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 Coordinator. 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 Coordinator.
- 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.usaf.net](http://www.usaf.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. The athlete 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 Coordinator.

## 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 Coordinator will contact you with any information regarding a team change and schedule a meeting if necessary.
- 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 Coordinator.



## ACE Cheer Company: Team Selections Process

This Season we will have teams at both of our locations in Madison and Huntsville at the (Matrix Location)

Your team practices will be located at the gym you are choosing to be evaluated at. You may take classes at either location though. Please note all levels and team types might not be available at both locations. If we feel your athlete fits better on a team at a different location we will reach out to you before team placements and give you an option to change locations. ACE of Huntsville's WORLD'S TEAM will practice at the MADISON LOCATION. If you are looking to be evaluated for this team you will be required to attend practices at the Madison location.

- ACE Cheer Company Athlete Team Selections will be held on May 15th at both of our ACE locations in North Alabama.

### **8:00AM - 1:00PM at the Madison Location**

- Ages 3-6 Years old 8:00AM-9:00AM
- Ages 7-11 Years old 9:00AM-10:30AM
- Ages 12-18 Years old 10:30AM - 1:00PM

### **3:00PM-6:00PM the Huntsville (Matrix) location**

- Ages 3-6 Years old 3:00PM-4:00PM
- Ages 7-11 Years old 4:00PM-5:00PM
- Ages 12-18 Years old 5:00PM-6:00PM

- Register for ACE All-Star (SITE) Team Selections 21-22 from your parent portal or online.
  - Please make sure to select the correct (SITE) Madison or Huntsville.
- Complete the esign (**2021-2022 ACE Cheer Company Financial Obligations & Contract**) on our website [aceofhuntsville.com](http://aceofhuntsville.com) before your Team Selections.
- Drop off your athlete at your evaluation location 10 minutes prior to your evaluation time.
  - Parents of athletes 6 years and younger will need a parent in attendance during the entire process.
  - Parents of athletes 7 + will need to wait in your cars or parking lot.
  - Pick up your athlete at the end of your evaluation time.
    - Athletes 6 and under will be released once they have been evaluated
    - Athlete's 7+ will be released at the end of their session
- If you wish to have a virtual tryout please send your videos to [ahleyacetribe@gmail.com](mailto:ahleyacetribe@gmail.com) prior to Team Selections.
- **During Team Selections**
  - Athletes will need to complete the skills for the level desired from the level requirement list below.
    - If you do not know the level or skills your athlete has, we will help you during the process.
  - As all athletes make a team we will have levels from beginner to advanced.
  - Athletes will then be asked to perform any optional tumbling skills if they wish.
  - Jumps, Stunning body positions, and motions will be evaluated.
  - Athletes will be given an Evaluation Progress Sheet at the end of their evaluation of all skills they performed.
- **Team Announcements**
  - *May 17th*
  - You will receive an email of your athletes team placement.
  - Any issues with team placements should be handled by contacting Ashley Mitchell [ashleyacetribe@gmail.com](mailto:ashleyacetribe@gmail.com) (256-469-0044).
- **Stunting Evaluations**
  - Once teams are formed we will be evaluating stunts through the month of June.
  - Your athlete **may or may not** be moved from a team to another team (in the same category) due to their stunting ability and the needs of the team.



## ACE Cheer Company: Team Categories

### **Tiny Novice Team**

This team is for our younger athletes looking to get started into allstar cheerleading. This is our lowest cost and lowest time commitment. There are no requirements or prior experience required.

Ages are from 3 to 6 years old.

### **Prep Teams**

These teams are for older athletes that are just getting started into allstar cheerleading. The cost and time commitment are low. These teams have limited travel to events in Huntsville, Nashville, and Birmingham. There are no requirements to join these teams.

Ages are from 5 to 18 years old

### **National Prep Teams**

These teams are for athletes who have some experience in all star cheerleading but not all skills required for the national teams. These teams will be cheaper than our national team but travel just as much. This is a full year team at lower cost. There are tumbling requirements for these teams.

Ages are from 5 to 18 years old

### **National Teams & Worlds Teams**

These teams are for the athletes with the most polished skills set in their level of cheerleading. These teams are a full year team with a very high commitment level. They will compete on a national level and are expected to attend all practices and events all season long. These are our most demanding and highest cost teams. These teams have strict tumbling requirements.

Ages are from 5 to 18 years old

## ACE Cheer Company: Team Ages

We offer teams of all ages. Below you will see what team age range your athlete will be able to be in. Please note these are the USASF guidelines for ages ranges. **ACE keeps these age gaps much closer to your athletes age range than the age range that is allowed by the USASF.**

Tiny - For all athletes ages 3 to 6 years old  
Mini - For athletes ages 5-8 years old  
Youth - For athletes ages 5-11 years old  
Junior - For athletes ages 6-15 years old

Senior - For ages 12-18 years old  
    ○ For levels 1 - 5  
    ● For ages 13-18 years old  
    ○ For level 6

## ACE Cheer Company: Tumbling Checklist



## Tiny Novice & Prep Teams - NO SKILLS REQUIRED

| National Prep and National Level 1 |  |
|------------------------------------|--|
| Jumps                              | Right Hurdler, Left Hurdler, Pike, Toe Touch, Double Toe Touch             |
| Standing Tumbling                  | Back walkover, Front walkover preferred                                    |
| Running Tumbling                   | Cartwheel Back walkover  |
| National Prep and National Level 2 |  |
| Jumps                              | Right Hurdler, Left Hurdler, Pike, Toe Touch, Double Toe Touch             |
| Standing Tumbling                  | Back walkover Back handspring, Back handspring BWO Back handspring         |
| Running Tumbling                   | Round off 3 Back handsprings, Front walkover/Round off 2 Back handspring   |
| Optional Tumbling Pass             | Trick pass with multiple back handsprings OR other Level 2 Tumbling        |
| National Level 3                   |  |
| Jumps                              | Right Hurdler, Left Hurdler, Pike, Toe Touch, Double Toe Touch             |
| Standing Tumbling                  | Toe Touch Standing 2 Back handsprings, Standing 3 Back handsprings         |
| Running Tumbling                   | Round off Back handspring Tuck, Round off Tuck, Aerial or Punch Front      |
| Optional Tumbling Pass             | Punch Front pause Round of BHS Tuck or Standing BHS step out Round of Tuck |
| National Level 4                   |  |
| Jumps                              | Right Hurdler, Left Hurdler, Pike, Toe Touch, Double Toe Touch             |
| Standing Tumbling                  | Standing Tuck, Standing 2 BHS to Tuck, Cartwheel Tuck                      |
| Running Tumbling                   | Round off Back handspring Layout, Front walkover Round off BHS Layout      |
| Optional Tumbling Pass             | Trick pass to layout - Punch Front Through to Layout                       |
| National Level 5                   |  |
| Jumps                              | Right Hurdler, Left Hurdler, Pike, Toe Touch, Double Toe Touch             |
| Standing Tumbling                  | Toe Touch Tuck, Standing Two BHS Layout, BHS Whip 2 BHS Layout             |
| Running Tumbling                   | Round off Back handspring Full   |
| Optional Tumbling Pass             | Trick pass to Full OR other Level 5 Tumbling                               |
| Worlds Level 6                     |  |
| Jumps                              | Right Hurdler, Left Hurdler, Pike, Toe Touch, Double Toe Touch Tuck        |
| Standing Tumbling                  | Standing 2 or 3 BHS Full, BHS Whip 2 BHS Full, Standing to Double          |
| Running Tumbling                   | Cartwheel Full, Trick pass to Full, Round off BHS Double                   |