

Wisconsin Association of Cheer & Pom Coaches, Inc.

General Membership Meeting
November 16, 2025



endorsed by



WACPC Board of Directors

Executive Board

Ryan Mittelstaedt - President Lisa Gerdman - Vice President
Tera Gullicksrud - Treasurer Hayley Wolfe - Secretary

District Representatives



District 1: Katie Bohl & Liz Klatt

District 2: Kelsey Rode & Danielle Nielsen

District 3: Charlie Boivin & Alexis Schroeder

District 4: Natalia Vernezze & Lauren Hoefgen

District 5: Carrienne Barrett & Haley Reiche

District 6: Lizzi Collins & Tera Kjendlie



At Large Members: Julie Jacobson, Ashley Welch, Lindsay Wakefield,
Anne Shaw, Taylor McGee, Taylor Johnson

Financial Overview



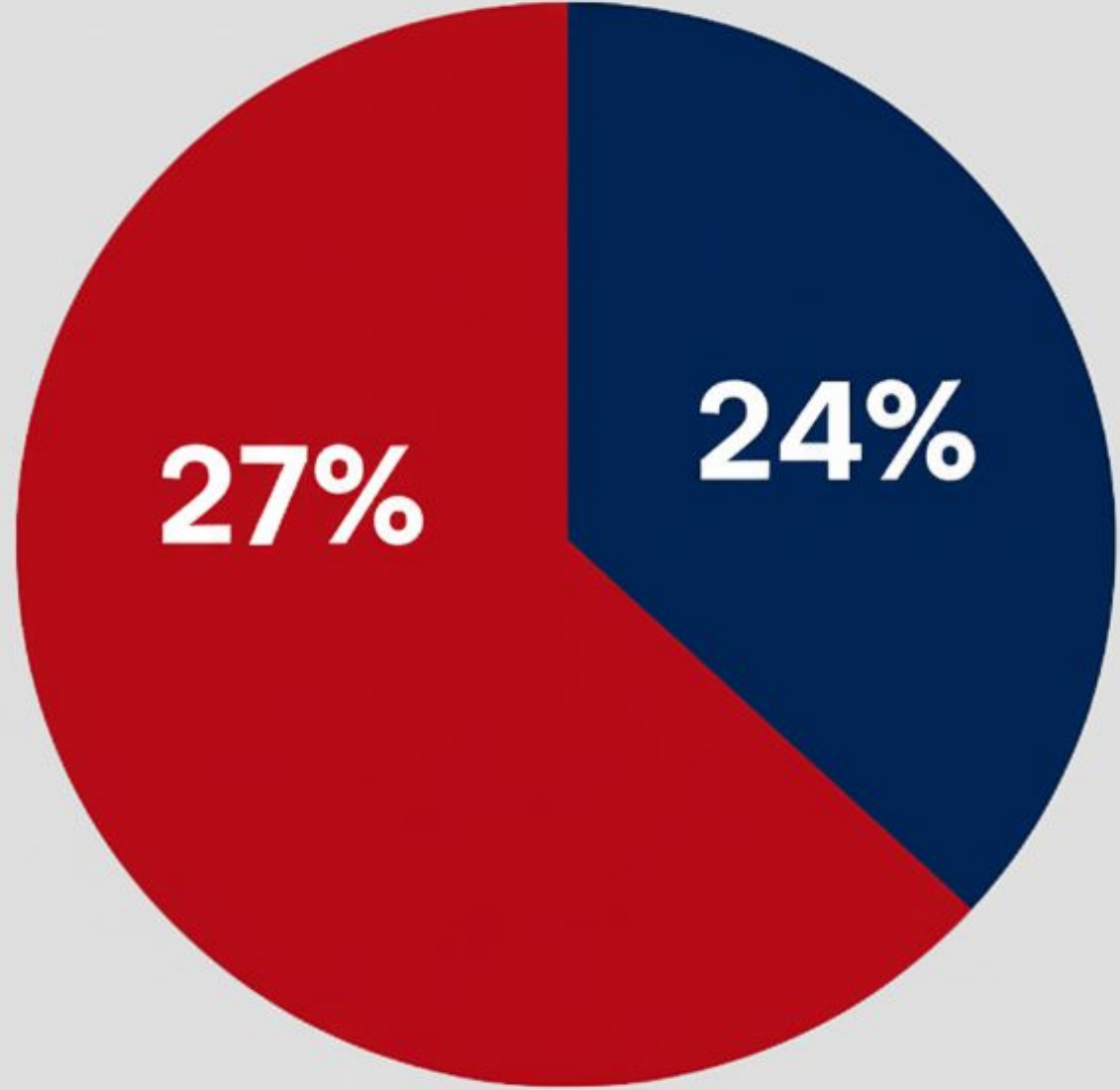
FY 2025 Financial Snapshot



- Total income grew by **10.4% (\$704,665)**
 - **Top Sources:**
 - Fall Conference: \$153K
 - State Dance: \$124K
 - JEM Events: \$127K
 - Apparel: \$45K
 - Membership: \$47K
- Net income decreased from **\$145K to \$17.8K** due to strategic reinvestment
 - **Major Investments:**
 - 142K Facilities
 - Judges: \$142K
 - Tech & Livestream: \$45K
 - Board Support: \$28K
- Growth driven by Fall Conference, State Dance, and JEM events
- Expenses aligned with mission delivery and program expansion
 - Elevated Event Quality
 - Expanded Access & Visibility
 - Stronger Governance & Leadership
 - Scalable Growth & Participation

Profit Margins by Event

FY



DANCE
(ALL EVENTS)

CHEER
(ALL EVENTS)



Dance: \$268K revenue vs \$230K expenses

- Dance Events achieved a 27% margin, which accounts for 52.9% of the combined profit margin.

Cheer: \$205K revenue vs \$195K expenses

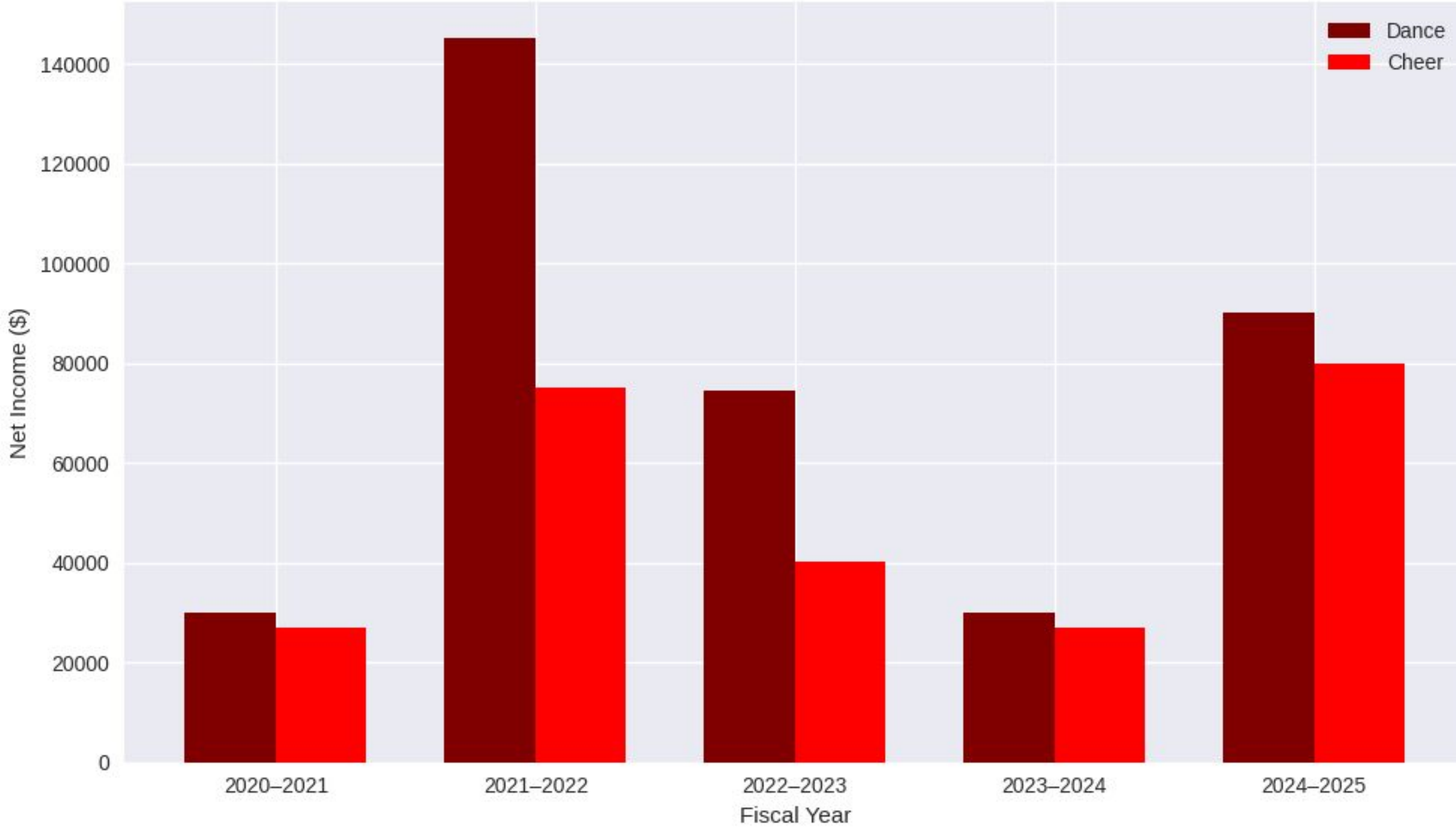
- Cheer Events achieved a 24% margin, which accounts for 47.1% of the combined profit margin.

WACPC is demonstrating strong margins and excellent program-level stewardship.





Dance vs Cheer Net Income Comparison (2020–2025)



Net Income Review 2020-2025

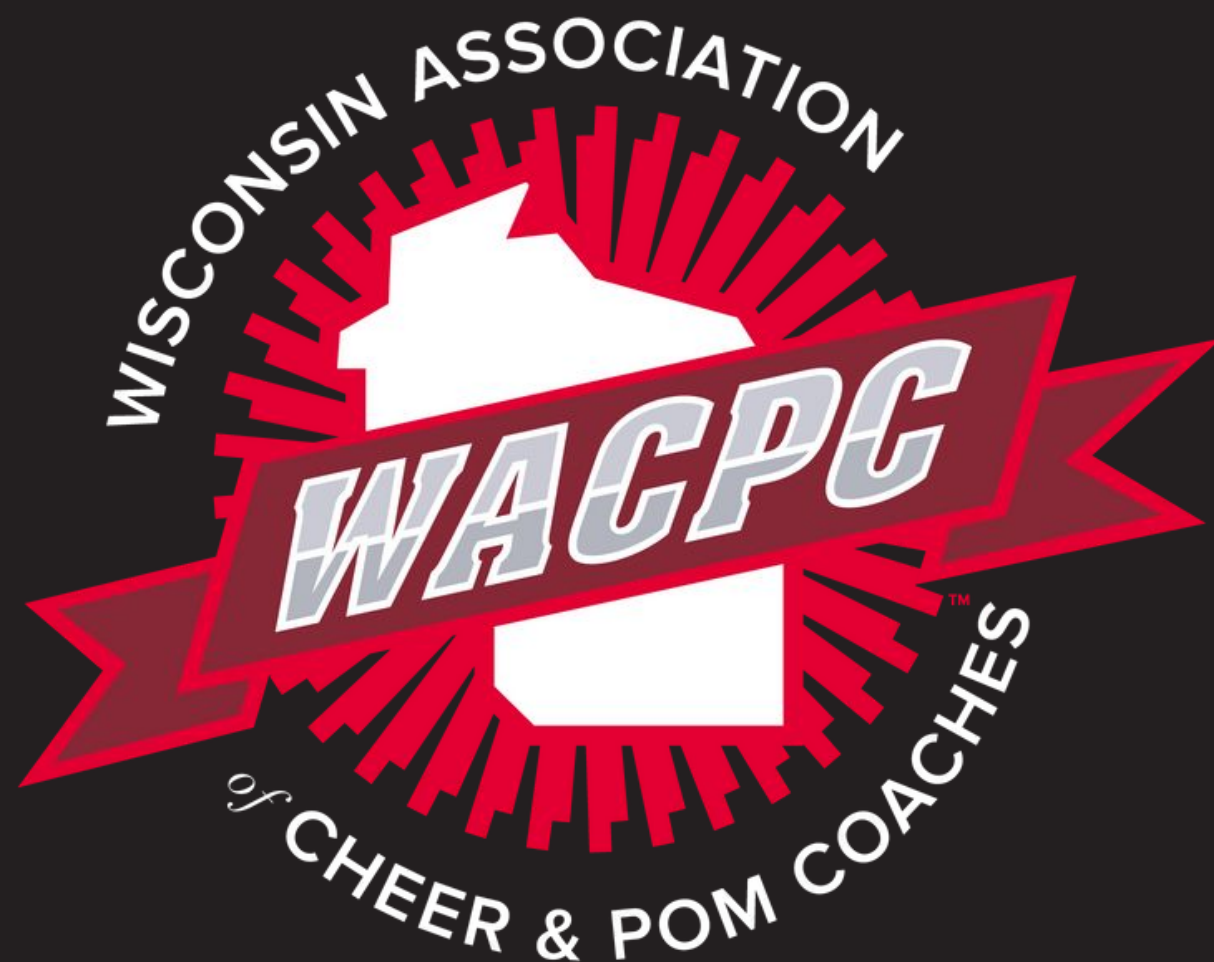
“We’re building on a foundation of transparency and strategic reinvestment.”

Current Balances (as of 11/15/25)

Primary Checking: \$82,495.58

Business Checking : \$611,333.67

Savings: \$150,050.01



Registration Reminders



Registration Reminders

DANCE

ALL Registration & Rosters Due: December 1, 2025

Payments Postmarked: December 19, 2025

Varsity Photos Due: January 1, 2026

All State Videos Due: January 2, 2026

CHEER

JEM Registration, Payment & Rosters Due: December 1, 2025

Varsity & College Registration, Payment & Rosters Due: December 19, 2025

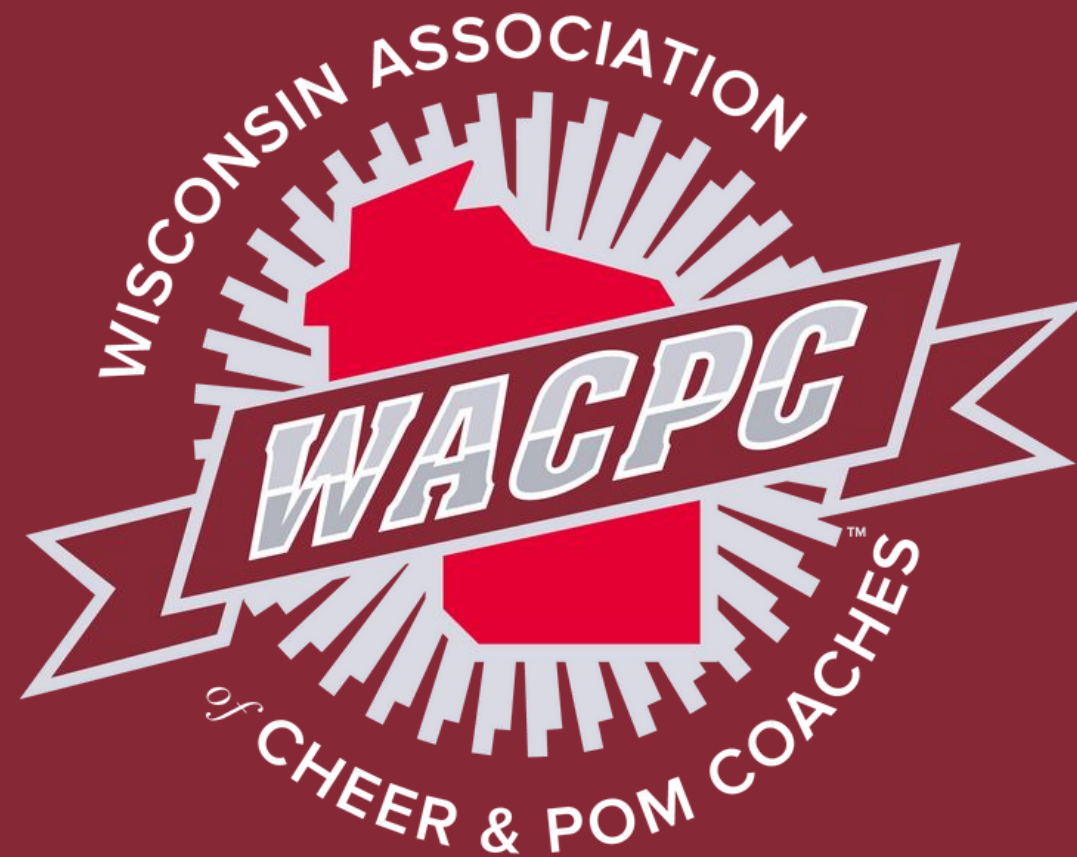
All-State, Mascots, and Stunt Groups Due: December 19, 2025

Varsity & College Photos Due: January 30, 2026

All-State and Stunt Group videos Due: February 1, 2026



Proposed Amendment



Your attendance is appreciated!

WACPC is excited for our upcoming events and competitions. We look forward to seeing our athletes take the floor in 2026!

