



MICHAEL JACKI

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EXPERT WITNESS CREDENTIALS

Have extensive knowledge and background in the Gymnastics, Trampoline, Cheerleading, Parkour, Action Sports and related industries, including the private business industry, trampoline parks, sports clubs and businesses, the public-school programs, including high school and collegiate, as well as independent organizations such as AAU, YMCA, Park and Rec and the private sector.

Recently helped create and was a founding partner of the Trampoline Adventures and Advisory Group (“TAAG”), which has written and published the first Trampoline Park Safety and Risk Management Manual. TAAG has also created the first Safety and Risk Management Certification and Instructional Program for the Trampoline Park industry.

Extensive knowledge and background of the trampoline park industry including its history, current practices, legal issues, equipment and manufacturing, safety systems, equipment and protocols as well as knowledge of accident history, preventive methods and practices and its continual development and latest trends.

Created the Safety Program at USA Gymnastics in 1985, which included the writing of the first Safety Manual, the training of the safety instructors and the establishment of the Safety Certification Program. This program is still the cornerstone of Gymnastics safety in the United States.

Helped to write and create a Trampoline Safety Manual that was used by the United States Gymnastics Federation as well as the trampoline Industry.

Extensive knowledge and background in the various aspects of Gymnastics including teaching and training methods, coaching, spotting, athletic development, safety protocols and equipment and its use, pits and air bags, all the apparatus and the ancillary products such as Tumbl-Trak, Rod Floor, Mini and Double Mini Tramps, trampolines and other commonly used products.

Was a founding member of the United States Gymnastics Safety Association, which was started in 1976 and was in existence for about five years.

Active involvement with more than 60 legal cases during my career and have testified in court and in trial. I have had my deposition taken about 25 times. Have a very high level of success in aiding my clients.

Was the lead expert for Cornell University in the Case of: Duchesneau. V. Cornell. After 6 years, Jury found in favor of Cornell.

Served on numerous ASTM Committees in Gymnastics, Mats and Trampoline. Currently involved with ASTM Committees on Trampoline Parks and Courts.

Was employed by AMF American (Now American Athletic INC. – AAI) for ten years from 1973 until 1983. They are the leading manufacture of Gymnastics apparatus and mats in the United States. Was involved with promotions, educational clinics and workshops, marketing, events, tours and exhibitions as well as the testing and design of Gymnastics equipment. Have extensive knowledge of the manufacturing procedures, specifications, testing and other aspects of designing, building and creating Gymnastics and related equipment and mat products.

GYMNASTICS, TRAMPOLINE AND CHEERLEADING HISTORY

- Have been associated with Gymnastics and Trampoline and related sports for more than 50 years
- National Level Gymnastics Competitor & participated in International Exchanges and events.
- NCAA All American Gymnast
- BIG 8 & NCAA Athletic Scholarship / Academic Award / Scholarship
- Owner / Operator Camp Tsukara Gymnastics Camp | 1971 – 1984
- Member, Board of Directors, United States Gymnastics Safety Association – Founding Board Member | 1975 - 1980
- President, United States Gymnastics Federation (USA Gymnastics) | 1983 -1994
- Competition Director of Gymnastics | Olympic Games, Los Angeles 1984
- Member of the International Gymnastics Federation (FIG) | 1984 – 1996
- Vice President International Gymnastics Federation (FIG) | 1988 - 1996
- Member United States Olympic Committee, Board of Directors | 1983-1996
- Member of the Board of Directors for the Atlanta Committee for the Olympic Games | 1991-1996
- President, United States Association of Independent Gymnastics Clubs | 2000 – 2007
- President, National Association of Collegiate Gymnastics Coaches for Women | 2002 – 2006
- Elected into the United States Gymnastics Hall of Fame in 2004
- President, United States Ski Team, 1993 – 1995. Started the Snowboard program in 1994
- Have been involved with more than 60 legal cases during my career
- Served on numerous ASTM Committees in Gymnastics, Trampolines & Mats
- Senior Advisor to the International Cheer Union | 2004 to present
- Chair of the Anti-Doping Committee and the Ethics Committee of the International Cheer Union 2009 to present
- Secretary General, International Skateboarding Federation | 2004 to 2015
- Vice President of New Business Development, Woodward Powdr LLC from 2001 – 2013 (Gymnastics, Trampoline, Cheer & Action Sports)
- Extensive experience in Gymnastics, Trampoline, Cheerleading and Action Sports (Snowboarding, Skateboarding, BMX Biking)
- Awarded the Lifetime Achievement Award from the World Acrobatic Society | 2014
- Current Member of the Board of Directors, World Acrobatic Society 2015 – 2017
- Recipient of the Frank Bare Award of Excellence from the International Gymnastics Hall of Fame 2017
- Elected to the Iowa State University Athletic Hall of Fame Class of 2014
- Founding member of the Trampoline Adventures and Advisory Group (“TAAG”) – assisted in the writing and publication of the first Trampoline Park Safety and Risk Management Manual and Certification program.

PROFESSIONAL WORK HISTORY

President, United States Gymnastics Federation | 1983 - 1994

(Now “doing business as” USA Gymnastics) the National Governing Body for the Sport of Gymnastics in the United States, Group A member of the United States Olympic Committee and representative to the International Gymnastics Federation. Held the position of President from 1983 through 1993. Organization grew from a one million-dollar business with 30,000 members in 1983 to an eleven million dollars business with 250,000 members in 1993. Established the Safety Certification and Insurance Programs during my tenure. Primary responsibility was marketing and generating the business revenues through sponsorship sales, television rights fees, events, licensing, and membership and insurance programs.

Vice President, International Gymnastics Federation (FIG) | 1984 - 1996

The world governing body for the sport of Gymnastics, as recognized by the International Olympic Committee. The FIG has 130 countries that constitute its membership and elect its authorities. Elected to the Executive Committee in 1984. Re-elected as Vice President in 1988 and First Vice President in 1992. As Chair of the Marketing Commission, helped to establish and negotiate the sports international sponsorships and television relationships. Sold television and marketing rights worldwide. Awarded Honorary Life Membership

Member, Board of Directors of the Atlanta Committee for the Olympic Games | 1991 - 1996

Elected to the board by the United States Olympic Committee in 1991 and served in this position from 1991-1996. Member of the Marketing, Compensation and Human Resources Committee

Member, Board of Directors and Committee member, United States Olympic Committee | 1983 - 1996

Served as a member of numerous committees including the Chair of the USOC Training Centers Committee (1992-1996) and a member of the Athlete's Performance Group (1992-1996). Served on the Marketing Committee for four years and acted as secretary of the Olympic Properties Committee, 1994-1996 (USOC Marketing Committee).

President, National Association of Collegiate Gymnastics Coaches | 2000 – 2006

(NACGCW) The National organization of all the NCAA women's collegiate Gymnastics coaches, as associated with the NCAA as an official Division 1 NCAA sport. Responsible for the direct relationship with the NCAA representing the women's collegiate Gymnastics coaches. Responsible for the basic management of the collegiate coaches organization as it applies to meetings, communications, rules and regulations, safety, event planning and organizational structure.

Inducted into the USA Gymnastics Hall of Fame 2004

Competition Director for Gymnastics at the 1984 Los Angeles Olympic Games | 1983 -1984

Served in this capacity while still serving as President of USA Gymnastics. Worked directly with the Los Angeles Olympic Organizing Committee, 1983-1984.

President, 1991 World Gymnastics Championships Organizing Committee | 1988 – 1991

Indianapolis, IN | USA

President of the United States Association of Independent Gymnastics Clubs, Inc. | 2001 –

2007 (USAIGC) A national trade organization that represents more than 500 independent gymnastics club businesses in the United States. Primary responsibility is to assist in the individual clubs in the various ways of improving their businesses from marketing advice to business seminars to developing new programs and events that are offered to their customers. The USAIGC conducts hundreds of events annually, including 3 national events and has more than 2,000 registered athletes. Created the College Bound Invitational, an annual national recruiting event for the NACGC/W.

Senior Advisor to the International Cheer Union and USA Cheer | 2004 – Present

Served in helping to develop and design the structure and organizational documents for the International Cheer Union (ICU) and USA Cheer. ICU was recently accepted with full member status into SPORTACCORD, the recognized organization of all major international sports federations. The ICU is also an applicant for membership in the International Olympic Committee. The ICU was granted recognition by the International Olympic Committee in 2016

President of the Sports Resource Group (SRG) | 1995 – 1998

A division of American Sports Products Group Inc. ASPG was headquartered in White Plains, New York and is the owner of a group of sports products manufacturer's that include AstroTurf, American Athletic Inc., Basketball Products International, Sport Court, Martin Surfacing and Sports Construction Group. SRG was responsible for marketing, sales and promotional activities when more than one of the ASPG companies was involved. Clients included the Disney Wide World of Sports, the Goodwill Games, United States Olympic Committee and many private sports facilities and ventures. Negotiated relationships as President of SRG with USA Volleyball, USA Baseball, USA Gymnastics, Disney Wide World of Sports, ProMac (licensing and merchandising company), the United States Olympic Committee and other sports organization.

President, United States Ski and Snowboard Association | 1993 -1995

The National Governing Body of the numerous ski sports in the United States, and USA representative to the International Ski Federation (FIS). Managed the day-to-day operation with more than 100 employees and a fourteen million dollar annual budget. Sports include Snowboarding, Aerial Skiing, Alpine Skiing, Freestyle Skiing, Cross Country Skiing, the Para –Olympic events and other disciplines.

Woodward Properties, Managing Director of Sponsorship, Licensing and all New Business Development | 2001 - 2013

Woodward was the premier action sports company in the United States specializing in camps, skateparks and instructional and educational programs. Involved with all the company's sponsorship creation as well as event and promotional programs. Directly involved with all the camp and operational programs at the various locations including camps in Pennsylvania, California, Copper Mountain Colorado, Lake Tahoe California and Beijing, China. Worked with all the sports programs including Gymnastics, Cheer, Inline Skating, Snowboarding, Skateboarding, BMX Biking and educational programs such as Digital Media. Primary responsibility was revenue generation from new business, sponsors and created ventures.

OTHER POSITIONS HELD | RESPONSIBILITIES

Member, Board of Trustees of the National Institute for Fitness and Sport in Indianapolis, 1983-1993. Assisted the organization in developing marketing programs, helped to develop strategic partner programs and was directly involved in the entire construction phase of the 120,000 square foot facility.

More than thirty-five years of experience dealing with major American corporate partners and television broadcasters including McDonald's, VISA, Coca Cola, Red Bull, Sony, Target, Hasbro, Toyota, Chevrolet / General Motors, IBM, Sprint, Subaru, Chrysler, Reebok, NIKE, Hershey's, Vidal Sassoon, ABC, NBC, CBS, ESPN, Turner, the EBU, HALVA and others. Have also worked with numerous sports marketing agencies and associations around the world including IMG, ISL, Telemundi, Disson, Furst & Partners, Octagon, Wasserman Media Group, Pro-Serv, Advantage International and others.

Appointed by Governor Evan Byah as a member of the Indiana Governor's Council on Physical Fitness and Sports, 1992-1993.

Over the past 30 years have given lectures and made presentations on numerous topics in sports including sports safety, youth and developmental sports, marketing, sports demographics, licensing, sports sponsorships and sponsorship activation, television, sports program development and strategic planning and National Governing Body Management and Administration. These presentations have been made all over the United States, many countries in Europe and South America as well as Canada, Japan, Hong Kong, Taiwan, Indonesia, Australia, Korea, China and Kuwait.

EDUCATION

B.S. from Iowa State University | 1969

University of Illinois Medical Center | 1969 - 1971

Northwestern University Graduate School | 1971 - 1972

REFERENCES AVAILABLE UPON REQUEST

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