

# Accomplishments

## 2004

- SITA, the first industry trade association for the spirit industry, was established and provided a forum for meaningful dialogue between industry colleagues
- SITA website was created for both public use and member access to resources

## 2005

- Coordinated member efforts to assist an underprivileged spirit program in the Bahamas by donating various products
- Developed an ongoing master calendar of member and non-member company events
- Investigated the possibilities of obtaining discounted rates on insurance for the members of the association
- SITA membership was opened to International Members and welcomed The British Cheerleading Association (BCA) as the first international member
- Added Affiliate Seats to Executive Board structure



2007 SITA's Helping Hand Recipient  
Enterprise HS, Enterprise, AL

## 2006

- Instituted a philanthropic program (SITA's Red Carpet Year) which is now known as SITA's Helping Hand
- Established the Spirit Industry Awards presented by SITA
- Established the SITA Annual Meeting for networking and increased business-to-business opportunities within the industry
- Supported the Ashley Burns Memorial Fund, Medford High School (MA) cheerleader by donating \$1,000
- Donated \$1,000 to Mardi Gras Nationals in the wake of Hurricane Katrina



2006 Red Carpet Year Recipient  
Ft. Campbell HS, Ft. Campbell, KY



2008 SITA's Helping Hands Recipient  
United Pythons Superstars, United Cheerleading

## 2007

- SITA continued to support the Cheerleading RIO Study (a cheerleading injury reporting system)
- Established the SITA Relief Fund
- Contributed over \$12,000 to Enterprise High School in the wake of the F4 Tornado through the SITA Relief Fund
- Established the Spirit Industry Hall of Fame presented by SITA
- Contributed an additional \$260 toward the Hurricane Katrina disaster fund
- Increased SITA membership by almost 50%

## 2008

- SITA welcomed its first Executive Director
- SITA rallied Spirit Industry support for teams affected by the flooding in the Midwest
- United Pythons Superstars with United Cheerleading from Columbus, GA was named the recipient of the 2008 SITA Helping Hand
- SITA opened membership to include All Star Gyms and Judging Professionals



2009 SITA's Helping Hands Recipient  
Western Carolina Elite Cheer and Dance, Inc.

## 2009

- Annual Meeting in Nashville, Tennessee, held in conjunction with The Cheer Forum of America
- Western Carolina Elite Cheer and Dance, Inc. was named the recipient of the 2009 SITA Helping Hand
- SITA's Judges database includes individuals from over 18 states
- Up-to-date SITA has contributed approximately \$80,000 in donations and products through SITA's Helping Hand and SITA's Relief Fund since 2006