



# THE BURN NOTICE

## TECC'S "SORTA" REGULAR NEWSLETTER



WINTER 2014 Edition  
Release #3  
2/10/14

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Please submit story ideas  
& newsletter suggestions  
to TheEliteCC@yahoo.com



**TECC Will Be  
CLOSED FOR  
SPRING BREAK**

No Classes or Practices  
Monday, March 10th thru  
Sunday, March 16th

Contact TECC's Main Office at your  
convenience to schedule a make-up.

**ENJOY THE BREAK !!**



### The Elite Cheer Company Wins the 2013-14 IEP iAward

The Independent Event Producer's **iAward** recognizes groups or individuals that embody these three words – Integrity, Enthusiasm & Passion. Each year, Cheer America selects an iAward recipient to be featured on the IEP website, receive recognition at CA's National Championships & take home the IEP iAward Trophy.

This season, Cheer America Championships decided to present this prestigious award to one All-Star Gym, School, Team or Individual that "has made a commitment to serve their local community by giving time, goods and/or services to help enrich the lives of those less fortunate, or just give back to make their community a better place to live."



The Elite Cheer Company was selected as the 2014 iAward recipient for its work to create the "It's OK2B" Campaign for Acceptance and Anti-Bullying.

Details at [www.ItsOK2B.com](http://www.ItsOK2B.com).

The following is an excerpt from the announcement of the award:

"Under the rallying cry of "It's OK2B," Elite Cheer brought together the owners of all nine of the Austin area's All-Star Gyms in May of 2013, in an unprecedented show of solidarity between fierce competitors, for the common cause of acceptance and anti-bullying. Since that meeting, TECC and its member families have been at the forefront of fundraising & promotion for the OK2B group & its message.

Over \$2000 was donated to The Drake Mallory Memorial Fund through the sale of t-shirts and the hosting of fundraising events at TECC; \$538 was raised by walking in the Austin Community Walk for the AFSP. Elite's owners are responsible for the creation & upkeep of the ItsOK2B.com website and content. They, along with TECC's families & athletes, have contributed the bulk of the media & material featured on the site.

Later this year, in cooperation with the USASF Leadership Council, a series of PSA's will be released to air at cheer and dance events across the country featuring the OK2B message and the memory of an athlete that drives TECC to make a difference."

The IEP iAward was announced during a special presentation at the opening of Cheer America's 2014 National Finals Award Ceremony, highlighted by video dedications to Drake & OK2B produced by TECC. Coach Russell, along with Team Mom Dawn Mallory, accepted The iAward Trophy on behalf of TECC and in honor of Drake Mallory.

### A TECC "TID-BIT"

Owners Lindsey & Russell Miller have been stunt partners & coaching colleagues since High School...long before ever dating or getting married. When Russell started getting into cheer, Lindsey was the only girl on the team that was wanting (& willing) to learn how to partner stunt with him. Each got their first job coaching at North Texas Acro-Sports in Pilot Point, TX. Together they coached Pilot Point's Varisty cheer team while still in High School themselves!!

A friendship blossomed that has endured through High School, All-Stars at Cheer Athletics in Dallas, college at UT, working at Cheer Station, NCA & National Elite, marriage, opening TECC and having a future cheerleader, Addison Paige!! It has been a journey full of "CHEER!"



Moved from the 22nd to

**Saturday, March 29th @ 6:30pm**

\$25 till 12am / \$35 till 8am

100% of proceeds benefit the  
Hellcat Level 5 Team's Trip  
to WORLDS in Orlando!



### POWER TUMBLING

Mondays @ 5:30pm - Int  
Tuesdays @ 6:30pm - Elite  
Fridays @ 5:30pm - Beg/Int  
Saturdays @ 11am - Beg/Int

### FRIDAY OPEN GYM

Every Friday 6:30 to 9pm - \$15

## SPONSOR A TECC ATHLETE

TECC is selling advertising space on the back of our Sponsor T-Shirts, on the gym's webpage & on-site in the facility. Donors can choose to donate to an individual athlete or to the gym as a whole. Forms & Info are available in TECC's Main Office & Online.

**NEW**

**PARENTS NIGHT OUT**

**EVERY FRIDAY NIGHT FROM 6:30 TO 9PM - \$15**

TECC is Donating All Proceeds thru May 1st to the Hellcat WORLDS Team!!

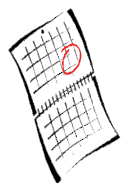
## Welcoming New Instructors to TECC

We're excited to announce the addition of two awesome new instructors to the TECC Family. Coaches Chris and Jason will be bringing fresh energy to the gym while helping us open up several new exciting classes.

CHRIS BAKER was a competitive gymnast before finding cheer while at Bowie High. Chris cheered for Coach Russell at Bowie HS, placing 9th at the NHSCC Nationals and competed on several of TECC's Championship Teams. He is now finishing up a double major of Physics & Math at Texas State University.

JASON WORKMAN cheered for the Lehman HS Varsity Team & was a core member of TECC's Champion Coed Cheer Teams for several years. He has since cheered at Texas State & Iowa Western University and taught camps for UCA.

Their contact info has been added to the private lesson form & are available for lessons. Both are talented cheerleaders & tumblers in addition to being energetic instructors. We are excited to have them share their experience and talents with the athletes at TECC!!



## IMPORTANT DATES & EVENTS

Mark your calendars so you don't miss these awesome events!!

SAT, MARCH 1ST

- **WORLDS TEAM FUNDRAISER**
- SCHOOL CHEER TRY-OUT PREP CLINIC
- 9:00AM TO 2PM - \$50
- DISCOUNTS FOR GROUPS & SIBLINGS
- TAUGHT BY UCA/NCA STAFF & LOCAL COLLEGE CHEERLEADERS!!!!

SAT, MARCH 22ND

- **WORLDS TEAM FUNDRAISER**
- CARNIVAL & LOCK-IN
- 6:30PM TO 8AM
- \$25 TILL 12AM / \$35 TILL 8AM

APRIL 7-10 & 14-17

- **TECC ALL-STAR & REC TEAM TRY-OUTS**
- DETAILS IN LOBBY & ONLINE
- ATTEND 2 WORKOUTS

JUNE 23-27 & JULY 21-25

- **SUMMER CHEER CAMPS**
- NON-CHEERLEADERS WELCOME EVERY DAY
- MON-WED CHEER CAMP
- THURS FIELD TRIPS (DETAILS ONLINE)
- FRIDAY FUN DAY

AUGUST 11-13

- **TEAM CHOREOGRAPHY CAMP**



The remodel of the gym's viewing lobby is taking a bit longer than expected as the old flooring has turned out to be much harder to get up than originally anticipated. As a result, we will be closing the lobby select weeks in the months of February & March based on how the remodel progresses.

Weekly emails will be sent out to our current members & updates can be found on TECC's Facebook Page for those not on our email list (contact us to be added.)

A picnic table & viewing monitor is set up in the gym's side courtyard for any parents wishing to view their child's class when the lobby is closed. TECC sincerely apologizes for any inconvenience & we are excited for you to enjoy the results!!



TECC's Level 5 Hellcats will be attending The Cheerleading Worlds in Orlando April 23rd-29th. Owners Lindsey & Russell Miller will be available by email only during this time.

Classes & Open Gym on Friday the 25th & Saturday the 26th will be cancelled.

Emails will be sent out & updates posted on TECC's website & Facebook regarding any schedule adjustments for teams or classes.



ELIPE GETS FIRST BID TO CHEER WORLDS

We're excited to announce that after a decade of hard work & dedication, TECC has earned its 1st Qualifying Bid to compete in **The USASF Cheerleading WORLDS** in Orlando, Florida - we're especially honored & proud to represent **Cheer America!!** Teams from over 40 countries will be in attendance.

Receiving a bid was something we never expected. The Hellcat IOC-5 Team was put together as a fun exhibition for the staff, past TECC alumni & our current elite athletes. The team practiced less than 10 times total, which includes trimming the team from 34 performers at the 1st exhibition down to 24 for the Nationals Team, making the achievement that much more impressive. "We won't be the best team...but we will definitely be the proudest to be there!!" -Coach Russell.

The team will be raising funds through the sale of T-Shirt/Web Sponsorships and by hosting several clinics & carnival/lock-in events at the gym. General donations to the team are also appreciated...contact TECC for details.