



GymACT

NAME: Dyson Adsit

PROGRAM: Rocky Mountain Mavericks

MAJOR/AREA OF PROFESSIONAL DEVELOPMENT: Finance and Leadership Management through Leeds School of Business

GPA (if applicable): 3.51

FIVE BEST ACCOMPLISHMENTS:

Coaches, this should be a minimum. Feel free to include any other documents, flyers, or accomplishments. Remember this is your chance to sell your nominee. Please make a copy of this google doc and submit it into the 2024 - N2 AWARD folder.

1. Dyson has a natural ability to inspire those around him. When the team has been down on tough times, he has been able to find ways to motivate. *“My thesis as a gymnast is a lot of kids burnout. They get overworked, injured, and find it challenging to have opportunities move up to the next level after recovering. I was one of those kids. It is because of this, when I had an opportunity to join the Rocky Mountain team, it was important to me that I would only continue gymnastics as long as the other aspects in my life were equally as enjoyable for me. As I have become a leader on this team and have resparked my love for this sport, I have made it my mission to spread this message to other athletes like me who struggled in high school keeping a love for the sport because they felt that their career was over when they weren't able to transfer to a top level NCAA program. They leave highschool looking for more of a balance and to find other things to be passionate about. It is important to recognize that gymnastics doesn't have to be your entire life in order to find success in it. Once you find your balance between academic /social / and gymnastics, you will find yourself living your college life to its fullest and are left with a newfound appreciation for what gymnastics can mean for an athlete. That is the impact I want to have lasting longer than my time in gymnastics.”*

2. In his junior year he brought exposure to the Colorado Boulder Club team. His involvement in this saw rapid growth in the club participation. That year, he brought many guys on the Maverick team who went to CU to the school's club fair. They took a mat from the gym and brought it to the field and started spotting students in backflips which generated attention toward the booth. The goal of doing this was to show students that anyone could learn gymnastics as long as there was support around them. When the first club practice happened that year, so many people showed up that some students had to be turned away due to the gym being completely filled to capacity.

3. One of his proudest moments during his time in college was overcoming the challenge of not being able to utilize the CU Boulder Ralphie logo. During his time at CU, he wanted to also grow the exposure of the CU club team for people who didn't know about it. During his junior year, the club was struggling using the CU Ralphie logo on their apparel for the upcoming season. Through the business school, he was able to meet the Vp of Trademarks at CU Boulder, Tara Dressler, who worked with Dyson to get the proper approval from the school for the organization to use the logo on their merchandise for that year.

4. In his Sophomore year, leadership thrust upon Dyson. It was a daunting task as a young member of the team but he took on the challenge head on. He found ways to get the team energized and motivated through bonding events and powerful team speeches and after gym comradery which sparked the team to grow as close as brothers. He played an integral role in laying the foundation for team culture, expectations, responsibility, comradery, and organizational development in his first year of 3 as a captain and set up traditions that would continue in the years moving forward. He had personal involvement in re-branding the Rocky Mountain image from its original team name of Pride to transition to the Mavericks. This was done in an effort to change the tone of the team as a whole and brand ourselves in a way that would get us to earn the respect of the already established teams around the nation.

5. As a senior, Dyson has made it his mission to make sure that the team continues to run smoothly as he moves on from gymnastics. He made exponential changes to social media, pioneered Tabor Time with head coach Tabor Cowden, started introducing Maverick Mondays where athletes can start to become involved in content making and get the exposure that they want of themselves on the team Instagram page. He created a format for when to push out content, laid a framework for how content should be pushed on our platforms and created a structure that future social media managers can follow in years to come. He has spent numerous hours in his free time editing and uploading more than 95% of the team's recent content. Overall, he made the organization's social media much more professional and

generated huge exposure for the team by growing its online presence by upwards of 30% in less than a year.

6. Upon Dysons arrival to the team in late 2020, Dysons individual level of gymnastics raised the standard of performance for all athletes that preceded him. As he continued to refine his gymnastics, he was able to raise the standard of gymnastics to a level which allowed them to return competing at the NCAA level at meets like the Rocky Mountain Open in Colorado Springs. His junior year, the team was not allowed to compete at that competition due to past years performance and reputation of the team. His senior year, after a show out junior year and leading the team to prove themselves that they could be competitive at that level, The team was allowed to compete again and kept up competitively with the other teams as they were competing. Dyson laid the foundation for the standard of athlete the organization was looking to recruit and worked for his 3 years as captain on that team to make sure that standard was met at every competition.