

USOF Board Meeting  
May 20, 2006  
Farmington, MO  
(Team Trials event)

Officers:

President: Chuck Ferguson - present  
Administration VP: Frank Kuhn - present  
Competition VP: Clare Durand - present  
Program Development VP: Mike Minium – present  
Club Services VP: Gary Kraght - present  
Marketing and Public Relations VP: Donna Fluegel  
Secretary: Sandy Fillebrown- present  
Executive Director: Robin Shannonhouse

Regional Representatives:

Heartland:  
MidAtlantic: Jim Eagleton - present  
Midwest: Karen Rogers (Stevan Vaughan)  
Northeast: Susan Hawkes-Teeter (alternate) - present  
Northwest: Bill Cusworth (Bruce McAlister)  
Pacific: Syd Reader (David Irving)  
Southeast: Linda Ferguson (John Fairley)  
Southwest: Robert Paddock - present

Members At Large:

Peter Snell  
Walter Siegenthaler  
Stephanie Martineau - present  
Competition – Randy Hall – present

## Agenda

- I. Discussion of long term plans.

## Minutes

- I. The meeting was called to order at about 2:45pm.
- II. There were a few business items that needed to be dealt with.
  - a. BAOC bid for 2006 US Trail-O Championships: approved 8 – 0 – 1
  - b. Motion to approve the transfer of \$2,000 from the operating fund to the junior team fund: approved 9 – 0 – 1
  - c. ACTION ITEM: add an agenda item for the August board meeting to establish a rule that if you are using electronic punching there must be a backup

system to account for missing persons should the computers fail. (Clare Durand, VP Competition)

### III. Discussion of long term plans

Chuck began by doing a "SWOC" analysis (strengths, weaknesses, opportunities and challenges):

#### Strengths

The sport itself

Long history

people

#### Weaknesses

No follow up

80% of the work is done by 20% of the people

Less than strong leadership

#### Opportunity

JROTC

Adventure racing

Some extra money in the budget

#### Challenge

Not competitive in international orienteering

College ROTC has died

No college level program to speak of

Do we need to move to paid staff

Board members have to travel at their own expense

No control over meet quality

Club autonomy

Lacking in content for the medium to serious competitive orienteer

Land access and environmental issues

#### Some background:

We have about \$10,000 - \$14,000 a year more than in the recent past that can be used. Growth in orienteering in the US is almost exclusively in the occasional orienteer, not in the dedicated orienteer that is likely to volunteer time or in the serious competitive orienteer.

We identified several areas where the board could focus time and money.

#### Possible Focus Areas:

1. Developing greater depth in the skills that make orienteering happen.
  1. Need to train more people in how to put on A meets  
(Gary Kraght volunteered to champion this regardless of any other action the board takes.)
  1. Need to find and start training a new executive director
1. Marketing at both the national and regional level.

1. Currently working on getting a VP marketing person
  2. Marketing of A meets
  3. USOF could develop a standard press release which it sends from the USOF office to local media when there are A events
  4. Marketing of USOF within USOF – to clubs, club leaders, club members
  5. Marketing savvy person might know how to attract juniors
  6. Need to do some sort of demographic study: “Who are we?”
1. Increase volume and quality of nationally competitive events
    1. Improve the product
      - i. Quality of existing events
      - ii. Different types of events (goats, sprints, rogaine, metrogaie, etc.)
    1. Get rid of myths that it’s a major hassle to host an A meet
    2. Think outside the box : “A meets” can be lots of things
      - i. Team events
      - ii. A events just for juniors
      - iii. One day events
      - iv. Etc.
  1. Develop more opportunities for Juniors to attract/train juniors to be competitive
    1. We get lots of young people to try orienteering through families and youth groups – how do we get them to become dedicated/competitive orienteers.

An informal vote indicated that most board members wanted to focus on just one area.

A second informal vote indicated that most board members wanted to focus on #4.

IV. Brainstorming session on things we, as the USOF board, can do to develop more opportunities to attract and train juniors to be competitive orienteers. We listed anything and everything we could think of and then picked a few that we wanted to pursue or that could be done relatively easily.

1. Establish a program to give grants to clubs who have ideas: **Linda Ferguson, Bob Paddock, Gary Kraght will work on this.**
2. Hire a paid coach
3. Run training camps with recognized experts in every region
4. Sponsor trips to Europe for juniors unrelated to JWOC
5. Pay chaperones to take kids to Europe
6. Provide more ranking opportunities for juniors such as:
  1. Regional champs
  2. A events just for juniors
7. Host a JWOC
8. Get certified coaches in every club
  1. Do the required PR to let clubs know there is a certification program available for level I certification
  2. Develop further training for higher level certification
9. Provide training for coaches and teachers in every region.
10. Establish more courses for continuing education credit
11. Improve organization and staffing of junior development team
  1. Improve communication with the juniors about the junior development team.
  2. Invite juniors to be on the junior development team (don’t just appoint them) and require them to take some sort of step to join the junior development team: **Sandy Fillebrown will do mailings when needed**
12. Establish a reward incentive program for the junior development team like patches or t-shirts
13. Support the Waterstop
14. Mail press releases to local papers/school papers on junior results
15. Organize social events for juniors at events
16. Investigate Interscholastic League: how successful is it? What works? What doesn’t? (Ask Bruce McAlister.)
17. Contact state athletic associations
18. Organize a travel assistance program for juniors so that juniors can attend events out of their area on their own; assistance in the sense of rides to/from airports, places to stay, transportation to/from events (not \$\$): **Sue Hawkes-Teeter will work on this**
19. Better publicity for programs within clubs that provide financial support for juniors to travel to events; encourage other clubs to do the same
20. Develop an advancement patch program beyond the Little Troll
  1. Market to JROTC, schools, scouts and other youth groups
21. Ask the juniors what they would like to see
  1. **Clare Durand: will place a poll on the Waterstop**
  2. **Mike Minium will contact the JROTC committee**
22. High school alumni clubs at Intercollegiates; promote club teams at Interscholastics and Intercollegiates: **Bob Paddock will work on this.**
23. Hold more events where juniors can participate as parts of teams – can be an easy add on to any A event.
24. Establish a college campus mapping fund; pay college kids to do the mapping.
25. Re-engage college ROTC
26. Provide opportunities for interactions between JROTC and non-JROTC participants.
27. Regular article about juniors in ONA

V. We will see where we are in August.

VI. Meeting adjourned at 6:35pm.

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