



Orienteering USA BOD Meeting  
Friday August 31st  
Laramie, Wyoming  
3:00 - 6:00 pm Mountain Time

**Board Members**

Maiya Anderson	Present
Pete Dady	Present
Clare Durand	Present
Donna Fluegel	Present
Peter Goodwin	Present
Amy Williams	Not present
Frank Kuhn	Present
Greg Lennon	Present
Charlie Bleau	Present
Pat Meehan	Not present
Lou Pataki	Present
Rick Worner	Present via teleconference

**Executive Director**

Glen Schorr	Present
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**Visitors**

Jennifer Flagel	Present via teleconference
Bob Forgrave	Present via teleconference
Rick Breseman	
Eileen Breseman	
Robin Shannonhouse	
Mike Minium	

Approved Minutes from April 14th meeting in Atlanta

Approved Minutes from June 27th teleconference meeting

Financial Report – Lou

See Board Report.

Executive Committee Actions - Line item transfers.

1) Approving money for MTBO team to go to MTB WOC which was supposed to be paid back so it was revenue neutral.

(The team has raised approx. \$5000 so the money will be refunded. – Greg)

2) The purchase of medals which will also be revenue neutral as we move forward.

*Action item:* Lou will do an analysis on whether medals are indeed revenue neutral.

Board Votes

--Approved the updated Financial Policy with amendments as seen in the attached.

--Approved OCIN's bid for Relay, Night-O and Ultralong Championships November 30-December 2, 2012

--Approved awarding the 2013-2014 official hotel sponsorship to Choice International. Change will take place 1/1/13. (15% off for OUSA members with CDP #. \$1500 guaranteed.)

--Approved the credentials committee for the AGM (Donna Fluegel, Glen Tryson, Janet Tryson).

*Action item:* Glen will report on how we will be able to promote this CDP and then we will begin to promote in various areas such as the OUSA website and club websites and Facebook pages.

*Action item:* Glen will continue to work on getting an airline to give OUSA a discount – domestic and international.

--Approved Frank Kuhn to be nominated to the IOF Trail Orienteering Commission for a 2 year term.

*Action item:* Glen will forward Frank's nomination to the IOF.

### Web Committee Update- Greg

The web committee has concentrated on two major tasks, in addition to ongoing updates to the content and functionality of the primary OUSA website, [OrienteeringUSA.org](http://OrienteeringUSA.org). EventReg, the registration software formerly known as O-Signup, is now hosted on the same server as the OUSA webpages, and work is underway to expand its utility to local events (as well as A-meets) as well as to provide more seamless integration with the future OUSA member database. The transition to the new member database has begun; the new database has been built and is currently undergoing testing. New payment processing systems are also being integrated to better handle credit card transactions.

Suggestions for future online features and functionalities are welcome from the OUSA community.

*Action item:* Each board member should contact Greg or Donna with ideas on what we could sell or distribute through the OUSA "store".

*Action item:* Mike Minium, Greg and Donna will work on the details of selling items online.

### Rules Update - Clare

The rules committee has worked hard through the summer on a new rules document. The first draft was sent to various committees for internal comment. The second draft will be available this weekend and will be posted for public comment next week. It is expected that at least two more drafts will be released - A third draft incorporating continuing committee and public comments on or about September 15th and a final proposal draft for the Board to consider on or about October 1st. The intent is for the board to pass the new rules document at the October board meeting.

### Social Media Discussion

Maiya has been working on an OUSA Facebook page. Discussion revolved around the idea of how to use social media, how the clubs and OUSA would be involved, etc. In the budget request in the next 2 weeks, we need to include money associated with social media.

### Social Media Plan:

The plan is to develop and maintain an OUSA Facebook site by 1 Oct 12

- Goal to drive traffic to OUSA
- Create an online community
- Market to newcomers (35 and under)

Post events on national and regional calendars, outdoor calendars

Create and post tools for marketing

- Event names - interesting
- Social Media
- Event Marketing

Maiya will develop a more specific plan to include:

- cost
- advertising on Facebook
- security
- administrators
- plan to deal with negative posts

- content

*Action item:* By September 10, Maiya and Greg (web committee) will develop a budget for 2013 for social media for attracting newcomers to orienteering.

*Action item:* By October 1, Maiya will develop a more detailed plan concerning social media.

#### Rebates for A-meets

The return on the investment has not been very high in the last year, so Peter would like us to re-evaluate the plan. Perhaps we need to continue to monitor the return of these people to A-meets in the next year.

*Action item:* Maiya (and the new starts board member) will continue to monitor this and report back at the next board meeting to see if we want to continue this rebate in the future.

#### Strategic plan review/assignments (Goodwin)

Two people working in a team fashion would be a better way to accomplish the goals of the strategic plan. Peter has been working on the board assignments and we will continue to tweek the assignments.

#### Possibility of changing the Fiscal Year to Oct. 1 to Sept. 30.

This is still under consideration.

Discussion---

--Greg suggested that the Finance Committee consider moving the Annual Fund to the first 3 months of the calendar year. Robin suggested changing it to the Spring.

--Greg suggested that the Finance Committee consider having the dates of the donations be specific to a year.

--Any change has to be a change to the bylaws, so nothing will be done in the near future since this has to be done at an AGM.

*Action item:* If anyone has suggestions, contact Lou and he will work with the Finance Committee on this.

*Action item:* We're asking the board to contact Lou with people who have an accounting or budgeting background to join the Finance Committee.

#### Discussion of Team Issues

--Junior Team ESC has selected a coach – Erin Schirm. They are working on their budget to support this position.

--Senior Team is still working on getting a coach.

--Greg suggested that we need to look into the expectations, etc. of being on a Team and having formal written policies. Rick Worner stated that Linda Kohn has been working on this.

*Action Item:* In the next month, Peter, in his new strategic plan role of working with the teams, will work with the VP Competition, VP Finance and the Rules Committee (Clare) to write more formal policy for members of the teams. This would include formalizing responsibilities of team members and how money is allotted to them by the ESCs.

Adjourn at 6:10pm



**August 2012  
Board of Directors and  
Executive Director Reports**

***Peter Goodwin  
President***

In the past few months, I have been doing a variety of tasks, some inconsequential and others that have been important. I have been involved in some projects that had been started long ago and won't finish soon. Other things that I have done, I have just been able to check off.

Two of the "check offs" are the electronic newsletters. These seem to be valuable to the organization and help people to know what is going on with the national organization. Other areas that I have been working on include preliminary work on the budget, continuing work moving a writing project forward with hope that it will be published early next year, and working with the teams and their funding. I have talked with volunteers from all parts of the country and hope that I have helped them to move our sport forward.

Much of what I do on a day to day basis is to work with the other people who are working on their own projects. I sometimes wonder if my comments help them move their projects forward but I have been involved in the web committee's move to a new database. While that committee has done 99.9% of the work, perhaps my comments have helped in some way. The people working on the annual fund have consulted with me and I have made comments but, again, most of the work is done "by others". I am in communication with the executive director on a regular basis to keep track of what he is doing and to help direct our organization forward.

***Louis Pataki  
Vice President Finance***

Our financial situation as of July 31, 2012 is good. Our net ordinary income in the first seven months of 2012 was almost \$12,000 compared to a deficit of \$7,000 for the comparable 2011 period.

In spite of having no gifts comparable to the \$15,000 major gift we received in 2011, our seven month income is well above the 2011 figure and is essentially the same percentage (70%) of a significantly larger annual budget. This is due to increases in unrestricted contributions, program income, sponsorships, club dues and restricted (principally team) fundraising. On the expense side, there were expected increases compared to last year in insurance premiums paid and team support due to earlier payments of expenses. The total expenses in the first seven months were comparable to 2011, but higher as a percentage of budget (70% compared to 65% in 2011).

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While we will need a strong annual fund drive to assure we meet our 2012 budget goal and have a strong financial base going into 2013, we are progressing nicely.

The principal financial focus since the last Board meeting has been a review of our accounts and of our accounting procedures. Members of the Finance Committee have made a limited review of selected portions of our accounts, and found no inconsistencies with the reported, unaudited financials from 2011. In conformance with a recommendation of our auditors, we have undertaken a review and written statement of our financial procedures. Robin Shannonhouse prepared a statement reflecting our present procedures. This was reviewed by our President, VP Finance, Executive Director, and members of the Finance Committee, and edited by me to reflect their suggestions. It will be presented to the Board for comment and approval at the Board Meeting in Laramie. It will be posted on Boardnet for comment no later than August 19. I would like to thank the members of the Finance Committee and particularly Robin Shannonhouse for their work on that document.

At the Laramie Board Meeting, on behalf of the finance committee, I will request guidance on our 2013 budget. I do not expect our instructions to differ substantially from those we received last year, and I expect the new budget to reflect income and expense expectations similar to those in the current budget. It would be a help to the finance committee if those responsible for individual items were to make budget requests through me as soon as possible as we intend to begin work on that budget immediately following the Laramie meeting. I would also welcome individual suggestions for changes in budget emphasis, or suggestions for areas in which we should make expenditures should our income show a desired increase.

### ***Greg Lennon*** ***Vice President***

- Mapping: OUSA's Pictometry online program continues to provide online access to high resolution aerial imagery for the Orienteering USA mapping community, with over 40 registered users representing ~20 clubs. Since the last Board meeting, invoices were collected for use through March 2012, and the program does appear on track to be revenue neutral to OUSA while still being low cost to club mappers.
- Mapping: I continue to provide advice and assistance to club mappers interested in obtaining high quality basemaps from LiDAR data and all other means, from quite small areas (for Sprints) to quite large (a 60,000 acre area to be used in rogaines and other races).
- OUSA/Club Services: I have led the search for a hosted CRM (constituent relationship management) platform for OUSA member and donor services. A contract has recently been signed with a company to provide such a solution for OUSA and I am overseeing the transition. A (new) merchant account for credit card processing will also offer a more seamless and reliable transaction framework compared with the system currently in use.
- OUSA/Club Services: I continue to run the email distribution system handling the distribution of ONADigital and the (monthly) OUSA eNewsletters. This system

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- has also now being used for emailing directly to Club Presidents, and can be used for any subset of the OUSA community (mappers, A-meet registrars, etc).
- OUSA/Club Services: The eCommerce store selling OUSA-branded items continues to be used, and an expansion to include the sale of OUSA and OUSA club ebooks and digital documents will be possible through the new hosted database.
  - OUSA/Club Services: Initiated and coordinated by me, an MTBO (mountain bike orienteering) Team was selected and traveled to Hungary to compete in the 2012 MTBO WOC. The Team members are Sue Grandjean (CROC), Rebecca Jensen (COC), and Abra McNair (CROC). This is the first US MTBO Team to ever compete internationally, and for 'esprit de corps' – and even fundraising prowess – they are setting a fantastic precedent. As both the OUSA Mapping Chair and the MTBO Team coordinator, I am encouraging the growth of MTBO in the US and along with this enthusiastic Team, have invited clubs to submit MTBO A-meet applications for 2013 and am offering assistance in preparing maps to current MTBO standards.

### *Donna Fluegel* *Secretary/Executive Committee*

#### MEMBERSHIP

-- One of our strategic plan goals was to work with clubs to set up a membership recruitment model (converting club members to OUSA members). We are continuing to work with QOC and have added FLO to the plan. At this point, I don't really see that this is working. We have not gotten any additional members from QOC or FLO. I will reconsider this plan in the next few months.

-- You can activate or renew an OUSA membership online, and you can donate online. You can also register for an A-Meet online (using the OUSA-affiliated EventReg software, created by and now maintained under contract by Kent Shaw).

-- Lapsed Member Reminder. This is still being done manually by me. The new membership database (see Greg Lennon's report) will automatically email (and possibly snail mail, albeit at additional cost) reminders to renew as a membership renewal date approaches, and it will send as many reminders as we like automatically to lapsed members, too.

#### NOD

Each club that responded with information about their NOD event received:

- New large, vinyl OUSA banners
- OUSA membership coupon
- local event coupons
- bumper stickers
- Sport of a Lifetime brochures
- Extra copies of ONA

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### ONADigital

August 22ish - I am finishing up the 2012 ONADigital issue. It's full of color and focuses on the Teams. It will be distributed to the membership first via e-mail notification and then a week later put on the OUSA website for open viewing.

### AGM

I have reserved the rooms for the various meetings in Laramie in September and at the DVOA meet in October. I have coordinated with Robin and we will have everything set up for voting at the AGM in Laramie.

### BOARD RECRUITMENT

I have successfully recruited 2 people to run for the 2 spots opening up on the Board.

### *Maiya Anderson and Clare Durand Starts Goal*

2rd Quarter 2012 Strategic Plan Starts Strategies and Metrics:

<b>Overall Starts Metrics (Goals)</b>	<b>2012</b>
Local starts:	52,700
A-meet Starts:	9,600

### **Status:**

Second Quarter A- and local meet starts metrics

### *A-Meets:*

Decrease in starts (-17%) and event days (-21.4%) compared to 2nd Quarter 2011  
-- Flying Pig was held during 1st Quarter

For the year to date there have been +29.7% more starts compared to 2011, and +7.8% higher than the average of 2010 and 2011 starts.

Sanctioned races for the second half of the year are about 66% of 2011, but include NAOC, which has close to 350 entries to date.

### *Local:*

Decrease in starts (-7.5%) and event days (-17.8%) compared to 2nd Quarter 2011  
-- 2 third party operated events in the BAOC area were not counted toward totals

We continue to work on 2013 and 2014 A meet schedules. Email was sent out by Clare July 2012 to encourage clubs and regions to plan ahead for championship and A meet hosting. Responses to date are mostly positive with various clubs adding this to their local board schedules for discussion. Have also received some thoughts from clubs with challenges to address. Please see action plan items below.

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### **Strategy and Goal:**

- Increase starts at both local meet and A-meet levels by at least 5% annually.
  - actively pursue new groups of potential orienteers
  - work with Third Party organizations to expose new people to our sport
  - expand the “O in Schools” program so that there is a program built from the ground up
  - work with JROTC, Boy and Girl Scouts, and other national groups

### **August 2012 Action Plan:**

1. Improve National Calendar – Continue to work on contacting clubs to stimulate interest in A-meets for 2013 and beyond. Club leadership contacted to solicit interest in hosting A-meets in future and to discuss rotating regions to host championship. Work with respective committees to obtain bids for 2013 Rogaine and Trail-O Championships. (POC: Clare and Maiya)
2. Continue discounted A-meet starts to new adults for A-meets in 2012 (limit \$20 per coupon). Track individuals given coupons in 2011 for repeat A-meet participation in 2012. 11 A-meet participants from 2011 thus far in 2012. (POC: Glen)
3. Master Calendar: A-meet and regional meets to be posted on national online event calendars. Aug 12: Post 2013 A-meet and large regional meets on national and regional online calendars. Email to clubs with information on this initiative will go out September 2012. (POC: Maiya)
4. Meet Promotion (local and A-meet) - develop promotion and marketing tools, best practices and checklists. Aug 12: Distribute boiler plate orienteering article to list of event promotion and other relevant websites. Post Promotion Tools for A-meet and local meet on OUSA website and distribute to clubs (POC: Maiya).
5. Continue work on evaluation/feedback mechanism for A- and local meets. (POC: Clare)
6. Work on general best practice documents for website to help clubs with meet implementation. Post event-promotion tools on website (POC: Clare and Maiya)
7. OUSA social media plan developed. Create and maintain OUSA Face book page. (POC: Maiya)

### ***Frank Kuhn***

- I was the Team Manager for the US Team at the 2012 WTOC. I handled all of the paperwork and fee payments. Since I was unable to attend the WTOC, Karen Dennis was the onsite Team Manager at the WTOC in Scotland.



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- I will be sending out the fee reimbursements to the US Team Members who attended the 2012 WTOC.
- My current 2-year term on the IOF Trail Orienteering Commission ends on 12/31/2012. At the Board Meeting I will request approval for one more two-year term as a Trail-O Commission Member and the OUSA President sending the approval of the Board to the IOF Secretariat.
- For OUSA Rules Committee, I am preparing a draft copy of **RULES FOR TRAIL ORIENTEERING**.
- For the AGM , I prepared a draft copy of the 2012 BALLOT FOR OUSA BOARD CANDIDATES .
- I have been working with Peter Goodwin on having the 2013 United States National Trail Orienteering Championships (USNTOC) at the May 10-12 EMPO Event (1<sup>st</sup> choice) or at the October 5-6 ROC Event.
- For introducing Trail-O to folks who have never done it before, we also discussed the possibility of having a 3 viewing station set up on one of the days at the Two Day Classic at the Laramie Daze.
- When the Florida Orienteering Club starts their fall season in September, I will be working at Registration to solicit new club/renewal members and new OUSA memberships.
- Earlier this year, as a part of the Volunteer Strategic Goal, Peter Goodwin sent the Club Presidents and one Club Member a Questionnaire (9 questions). The purpose of the questionnaire was to gauge the level of volunteers in the OUSA member clubs to get information to increase volunteerism.
- The 40 replies were published on the OUSA Website along with a “best practices” document. I provided Peter with a page and a half of CLUB THOUGHT STARTERS TO ENCOURAGE VOLUNTEERISM.

### *Amy Williams* *Environmental*

Earlier this year, a board member (I believe it was Peter) suggested to me that I may want gather some “Testimonials,” if you will, from various land owners or land managers stating, in writing, how well we, OUSA or a local club, took care of their land when we organized orienteering meets on their property. We can then post some of these testimonials on our website for perusal by potential land managers of future events. While I am sure that we orienteers have upset or offended a land owner or two over the past few decades, I am quite certain that the vast majority of land owners with whom we have worked with over the years have been quite satisfied with the way we conducted ourselves and looked after their land.

I am in the process of writing up an “editable” letter to send to various land owners and park rangers around the country requesting a brief, but heartfelt, statement of how well orienteers have taken care of their parks, lands, and surrounding acreage. In addition, I am working on an “address list” of likely park managers and landowners. I will not send out generic form letters, but instead, will address each one specifically to a

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park employee or land manager. I will email a copy of the individualized letter to each recipient, as well. Some people are more like to respond to a paper letter, while others would prefer the paperless, environmentally friendly, easy-to-respond-to email. I do realize that a mass mailing such as this often fails to get the number of responses that one would hope. My own goal would be to get a response, hopefully a positive one, from 10% of the recipients.

I would like to propose doing this in three phases and plan:

- 1) to address land owners of the sites of the A-meets over the last two years.  
Obviously, there would be some overlap over the last two years.
- 2) to address land owners for local meets
- 3) to address land owners overseas

Any “testimonials” I receive, I would forward them to someone who can upload them to the website.

Would welcome anyone else’s comments on the subject.

### ***Rick Worner***

#### 2012 IOF CONGRESS

Linda and I spent an interesting week in Lausanne attending the World Championships and being OUSA delegates at the IOF Congress. A lot has already been written about the week on AP and the OUSA Team blog so I won’t rehash all the highlights.

The WOC was impressive from start to finish. We heard that the budget was close to four million dollars. They had hundreds of volunteers including many from the Swiss Army.

The sprint final was held at a waterfront park in the heart of Lausanne on a very busy Saturday. There were thousands of spectators and thousands more people moving through the area who saw parts of the action. Swiss victories in both events created a spectacle with lots of noise that could be heard throughout the city. Two large TV screens and a spectator control at the halfway point that brought the competitors through the stadium added to the excitement. It couldn’t have been done any better. The International Olympic officials attending must have been impressed. Much of the reason for holding the event in Lausanne was to be in the home city of the IOC. The rest of the week was almost as impressive and the relay brought it to an exciting conclusion.

The IOF Congress didn’t match the excitement, but it did have its highlights. The major items on the agenda were the selection of a new president and a discussion and vote on new options for future WOCs. Brian Porteous from Scotland was elected. He had served a term as a Vice President and easily defeated a candidate from Denmark. He has a sports marketing background and clearly is behind the movement to get orienteering recognized as an Olympic sport. He seemed like a nice fellow and spent quite a bit of time talking with us. It became clear during the week that the WOC was not going to survive in its current form. There was a strong desire from the delegates and the Council that the qualifiers for the middle and long distance were going to be eliminated to make the event easier and less expensive to host. Our instructions from Glen were to stay in

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touch with the Canadians and to support proposals that maximized participation opportunities for our athletes.

The IOF has been trying for 50 years to get orienteering into the Olympic Games. There is an ongoing dialogue between the IOF and the IOC. The IOC wants at least 90 nations as IOF members. There are currently 73 counting associate members, although only 37 members were represented at the Congress.

With the Olympics in mind the Scandinavian countries (Sweden, Norway, Finland and Denmark) put together a proposal that would have created two different WOC formats for the future. They were called an “Urban” WOC and a “Terrain” WOC and would be held in alternating years. Their belief was that we need to do things differently if we ever expect to get into the Olympics. They believed that more countries would be able to host the “Urban” format and that we could add more nations to reach the goal of 90 required by the IOC. They also believed that WOCs would be easier and cheaper to host with “Urban” format.

A long discussion was held with many different viewpoints being presented. In the end a vote was held and the Nordic Proposal was narrowly defeated 20-16. After conferring with Canadians we both supported the proposal based on increased participation opportunities with the “Urban” format. With the defeat of the Nordic proposal and radical changes eliminated we were presented two other proposals. One came from Switzerland and the other was an IOF Council/Italy hybrid. The only difference was the Swiss wanted to add a chasing-start middle distance event and the IOF was in favor of a “mixed relay” with two men and two women and a one-hour time limit. It is currently being used in Ski O. We supported the IOF proposal because it offered more chances for participation. None of the proposals would be in effect until 2017 unless an already appointed organizer wanted to adopt them early. None of the proposals had worked out the new criteria for qualifying athletes for the middle and long distance events with the elimination of the qualifiers. There has been a long discussion on AP of this topic. All in all, it was a very good and complete discussion that is likely to continue into the future.

Another item was a Spanish proposal to include Adventure Racing under the IOF banner. Adventure racing has a large sponsorship base and is being televised in some countries. They currently have no organizational oversight. The majority of countries including OUSA voted for the proposal, but it didn’t get the three-quarters majority needed to immediately include it. A working group will be formed to make recommendations to the IOF Council.

An Italian proposal to equalize the gender representation on the Council was defeated. We supported it.

The strategic plan was reviewed and an update presented. We were especially pleased to see an emphasis being placed on reaching out to young people. Documents and minutes from the week can be found on the IOF website.

Thank you giving us the opportunity to represent OUSA.

Just a quick update on our teams:

This summer we sent teams to the World University Games in Spain, the World Orienteering Championships in Switzerland, the Junior Orienteering Championships in

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Poland and the World Trail Orienteering Championships in Scotland. The results were reported on AP and will be in future issues of ONA. The highlights were Ali Crocker's 20<sup>th</sup> place finish in the Sprint and the women's 15<sup>th</sup> place relay finish at the WOC.

The next major focus for the Senior Foot O Team will be the North American Championships in October. They hope to retain the Kjellstrom Cup for another two years.

The Ski O Team announced the 2012-2013 Team members at the end of July after all the summer competitions for the other teams.

We will be sending a women's team to the World Mountain Bike Orienteering Championships in Hungary in August.

A couple of comments as I leave the BOD. After a summer in Europe and seeing the emergence of more countries with competitive teams it seems clear that we have to continue to build our numbers and to add some stronger athletes to the mix if we want to remain competitive. Perhaps we need to look to our clubs to help with the recruitment and development of elite junior and senior orienteers. OUSA might be able to offer matching grants to clubs to hire junior and senior coaches. Clubs are the heart of development in most other countries. A national coach and development program could be added later on as club numbers grow.

OUSA needs to continue to maintain and increase its financial support for our teams. Competitive success provides inspiration to our emerging team members. There were hundreds of Swiss kids seeking autographs of their stars and waving Swiss flags. We need to continue to promote our stars!

It has been a pleasure to fill out the term of Scott Drum and working with all of you. Best of luck as you dedicate your time and effort on behalf of the great sport of Orienteering.

***Glen Schorr, Executive Director & Charlie Bleau***

### **Non Starts Revenue**

#### **Sponsorship**

- 2012 Goal: \$15,000
- 2012 YTD: \$11,171
- 2012 Anticipated: \$21,000

#### Notes:

- 2012 Anticipated does *not* include \$10,000 in approved contract with General Motors.
- Currently completing deliverables for Kentucky Sports Authority and General Motors sponsorships, plus focusing on 2013 opportunities.
- Board to vote on 2013 -2014 official hotel partner at August 31<sup>st</sup> board meeting.
- Anticipate little if any income from 3<sup>rd</sup> parties in 2012. Did not pursue "Day Memberships" as it is anticipated it would have hurt OUSA in the long run. Will discuss at August board meeting.

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### Contributions + Fundraising

<u>Item</u>	<u>2012 Goal</u>	<u>2012 YTD</u>
• Annual Fund program)	\$18,000	\$1,100 (Q4
• Major Gifts	\$10,000	\$0
• Gen. Contributions/Unrestricted	\$7,000	\$12,918
• Senior Team	\$8,500	\$5,925
• Junior Team	\$7,200	\$5,034
• Ski O Team	\$2,250	\$10,097
• Trail O Team	\$4,500	\$991
• WUOC Team	\$4,000*	\$489
• MTBO	\$0**	\$4,270

### *Notes:*

- *\*Actual WUOC charges to \$7,648 (currently in deficit of \$7,159 to be made up by the end of the year.)*
- *\*\* No money budgeted for MTBO in 2012. Funds raised will pay 2012 bills.*
- Annual Fund:
  - Charlie and Chun Bleau to serve as Honorary Chairs for Annual Fund. Glen to provide support as Phil Recchio has stepped down after two years.
  - Annual Fund campaign to consist of: midyear status letter (August), Ads and envelopes in ONA (August electronic, Sept/Oct, and Nov/Dec)
  - Letters to 2011 donors (October/November)
- Major Gifts
  - Lou Pataki making Major Gifts solicitations on behalf of OUSA.

### Marketing Calendar

- National Orienteering Day
  - Under leadership of Donna Fluegel, kits going out to NOD clubs
  - Kits include free membership certificates (1 per club), OUSA banner and other promotional materials
- Championships Challenge
  - 158 orienteers ran in at least three A-Meets, qualifying for shirts. In production.
- Social Media
  - Maiya Anderson developed social media plan for board feedback.
- *Orienteering North America*
  - 2012 electronic issue (focusing on Team USA and clubs) to be issued in late August/September.
  - Discuss redesign and formatting as part of 2013 budget/focused activities.

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- PR Activity
  - OUSA
    - “Men’s Journal” article (June), 700,000 impressions
  - Team USA
    - Team USA world championship results: Sam Saeger/Senior (*Boston Globe*), Izzy Bryant/Junior (Cambridge, MA), Childs Brothers/Junior (Williston, VT), MTBO team (Portland, OR)
    - Thanks to all the team leaders, adults and athletes for their posts via social media.
    - For 2013, determine ways to expand PR tying in with proposed social media plan. Discuss benchmarking Canadian Elite Athlete plan?
    - *Note: Original plan was: Recommend announcing results only of top 10 World Championship finishes.*

### Other Reports

- Web Committee:
  - EventReg software working well and being utilized. Kent Shaw working on EventReg II based on user feedback.
  - EventReg migrated to OUSA server
  - Begun transfer to Neon Z2 database for membership purposes. See Greg Lennon’s report.
- International:
  - Rick Worner, Linda Kohn and Jeff Saeger represented OUSA at the 2012 IOF General Assembly in Switzerland. See separate report.

### Executive Director Travel (Between now and October BOD meeting)

- August 29 – September 3: Rocky Mountain Orienteering Festival and AGM (Wyoming)
- September 19 – 22: United States Olympic Committee Assembly (Colorado)
- October 2 – 7: TEAMS Business Development Conference, National Orienteering Day/ Sponsorship Meeting (Michigan, Kentucky)
- October 19 – 21: NAOC and Board Meeting (Pennsylvania)
- TBD: Potential meeting with Garmin and Orienteer Kansas (Missouri)

**United States Orienteering Federation, Inc.**  
doing business as **Orienteering USA**  
**Financial Policies and Procedures**

**A. General Financial Provisions**

1. The Board of Directors of United States Orienteering Federation, Inc. (referred to herein as the Federation) is responsible for defining the Federation's mission and for providing overall leadership and strategic direction to the organization. In that capacity, the board establishes policies and procedures to manage the Federation's financial responsibilities in order to remain accountable to all stakeholders, including members, volunteers, funders and the sports community as a whole.
2. The Board of Directors will maintain current job descriptions for all employees and volunteers who have financial duties and responsibilities and provide adequate training to members of the board of directors in their financial oversight role.
3. Financial duties and responsibilities must be separated so that no one has sole control over cash receipts; disbursements; payroll; reconciliation of bank accounts; etc.
4. The Finance Committee shall formulate the financial development plans of the Federation and supervise the execution of the plans, the annual audit or financial review and fund-raising activities.
5. The Vice-President Finance shall supervise the activities of the Finance Committee and exercise such other duties as are assigned in these policies and procedures or assigned by the Board of Directors
6. The Executive Director will note all items in the minutes of the meetings of the Board of Directors relating to financial matters and take appropriate action.

**B. Accounting System**

1. The Director of Membership & Accounting will maintain the Federation's accounting records on the accrual basis in a manner that facilitates the preparation of financial statements conforming to generally accepted accounting principles and common practices of nonprofit accounting.
2. At the end of each month, the Director of Membership & Accounting will prepare a Statement of Financial Position, Statement of Activities, Statement of Cash Flows and Income/Expense to Actual Budget and make them available to the Board of Directors.
3. Donor restrictions and non-program related income will be accounted for in the Federation's records.
4. The Director of Membership and Accounting will prepare an annual IRS Form 990 or equivalent and submit to the Board of Directors for review and the President's signature prior to filing with the IRS.
5. The Board of Directors will annually decide whether internal or external financial audits will be performed.
6. Copies of IRS Form 990 will be filed in the Director of Membership & Accounting's files, and a copy of IRS Form 990 and IRS Form 1023 shall be made available for public inspection on the Federation's website.

### C. Budget

1. The Executive Director and the Finance Committee will annually prepare the financial budget for approval by the Board of Directors and make the final budget available to the membership and specifically to the Director of Membership & Accounting for incorporation into the accounting system.
2. The Board of Directors must approve proposed changes in the budget should they exceed \$500. Spending on out-of-budget items when the funding source is clearly defined by a donation, sponsorship, grant, etc. may be authorized by the President.

### D. Cash Receipts

1. The receipt of checks or cash, including online payments, will be recorded in the accounting system maintained by the Director of Membership and Accounting. All checks and cash will be deposited into the Federation's bank accounts in a timely manner, although smaller cash receipts may be placed into petty cash. Documentation for all receipts (a copy of check, letter, etc.) will be attached to the deposit receipt and filed chronologically.
2. Checks received at any other location will be mailed immediately to the Director of Membership & Accounting. Currency received at other locations should be replaced with a check and immediately mailed, along with accompanying dated and itemized list, to the Director of Membership & Accounting. Currency should not be mailed.

### E. Cash Disbursements

1. Vendor invoices, requests for advances for expenses, and requests for reimbursement of expenses will be forwarded to the Executive Director who will review them for mathematical accuracy, validity, conformity to the budget (or other board authorization) and compliance with other requirements.
2. Reimbursement requests must be submitted to the Executive Director and include an itemized list and be totaled by budget item and overall, and signed by the requesting person. Receipts and invoices to back up expenses must be attached.
3. Prior to payment, all invoices and requests for advances and reimbursement will be approved by the Executive Director, President, Vice-President Finance or chairman of the Finance Committee, who will confirm the budget line item to be charged on the check request form submitted or create a check request form if one is not submitted. Disbursements cannot be approved by the person creating the check request. Advances and reimbursements of expenses to the Executive Director will be authorized by the President or his/her designee.
4. All disbursements over \$2,500 must be approved in advance by the Executive Director. Purchases of over \$2,500 will not be fragmented or reduced to components of less than \$2,500 to avoid the approval process. Disbursements in excess of \$2500 will require dual authorization by 2 of the following persons – Executive Director, President, Vice-President Finance, and Chairman of the Finance Committee.



5. The Director of Membership & Accounting will prepare checks on a weekly basis unless otherwise arranged with the Executive Director. In no event will:
  - blank checks (checks without a date or payee designated) be signed in advance
  - checks be prepared on verbal authorization
  - cashier's checks be issued.
6. Petty cash in the amount of less than \$300 is maintained by the Director of Membership & Accounting who is authorized to make disbursements of petty cash provided accurate receipts are kept, the amounts are within budget, and accounting standards are met. Petty cash reimbursement checks will be written as needed to maintain the petty cash fund at or below \$300.
7. Authorized signers on the Federation's accounts include the Director of Membership & Accounting and the President. Additional signers may be added by vote of the Board of Directors.
8. The Director of Membership & Accounting will be responsible for all blank checks and petty cash.

#### **F. Credit Cards**

1. Officers or employees of the Federation may, by joint approval of the President and the Vice-President Finance, be given charge authority on credit card accounts held by the Federation.
2. Cards issued on such accounts entrusted to an officer or employee remain the property of the Federation and shall be used only for budgeted expenses of the Federation.
3. Officers or employees holding such cards may use them to prepay travel expenses, including gasoline for personal vehicles, within the limits set in the budget. Upon completion of such travel the officer or employee shall account for such expenses and, if the charges exceed the actual expenses, shall promptly repay such excess to the Federation.

#### **G. Payroll**

1. Payroll will be managed by a designated member of the Board of Directors under supervision of the Executive Committee. He/she will maintain a personnel file for each employee, containing appropriate documents, such as the signed compensation agreement, approval of changes in compensation, and withholding forms for taxes, benefits, deferred compensation, and charitable contributions.
2. A designated payroll service will be engaged to process payroll, print payroll checks, make direct deposit transfers, prepare payroll reports, prepare and transmit the payroll taxes and reports, W-2 forms, and other reports and filings as appropriate.
3. The designated Board member managing payroll will make reports for accounting purposes available to the Director of Membership and Accounting, who will enter the payroll into the accounting system.

#### **H. Team and Program Authorizations**

1. Designated team and program financial managers are responsible to know if an item is within the budget and guidelines and may authorize spending up to a limit within the budget for that item.

2. If a purchase is less than \$500 or within budget, whichever is less, persons authorized by the team or program manager can make the purchase. When this is done, invoice copies or receipts are to be turned into the team or program manager who will create a check request form and forward to the Executive Director for approval for payment.
3. The team or program manager will be responsible to ensure that all conditions and specifications of a contract, bid, or order have been satisfactorily fulfilled and will be responsible for timely follow-up of these purchases.
4. No team or program purchases may be taken out of cash receipts from fundraising activities. All purchases, including those directly incurred within the fundraising activity must be accounted for by receipts or invoices and sent through program managers and the Executive Director for approval for payment.

### **I. Contracts**

1. Consideration will be made of internal capabilities to accomplish services before contracting for them.
2. Written contracts clearly defining work to be performed, terms and conditions will be maintained for all consultant and contract services and must be signed by either the Executive Director or President, as appropriate.
3. Contract services will be paid for as work is performed or as delineated in the contract.
4. The Director of Membership & Accounting will prepare and file IRS Form 1099 returns as appropriate for contracted services.

### **J. Sponsorships**

1. The Executive Director must authorize all sponsorship arrangements, which are then approved by the Board of Directors.
2. All sponsorship arrangements will begin with a written agreement, stating the terms of the relationship and the purpose for the use of funds.
3. Fiscal sponsorships will be limited to projects for which the Board of Directors determines that the project is charitable and consistent with the Federation's mission statement and strategic plan and no real or perceived conflicts of interest exist with board of directors or executive committee members.
4. Sponsorship projects managers will be required to submit full and complete quarterly and year end reports to the Board of Directors and must include:
  - detailed expenses using budget categories,
  - program accomplishments and activities,
  - lobbying expenditures; and
  - amount of remaining funds.

5. Any changes in the purpose for which sponsor funds are spent must be approved in writing by the Board of Directors before implementation.

#### **K. Funds on Endowment**

1. The Federation conserves charitable donations and gifts designated for endowment by keeping them on deposit with The United States Orienteering Federation Endowment Fund, Inc. ("the USOF Endowment Fund, Inc."), a separate legal entity, which will manage and invest them and use the income for the benefit of the Federation.

2. The endowment is administered by the Board of Directors of the USOF Endowment Fund, Inc., the members of which are appointed by the Board of Directors of the Federation. Transfers to the Federation will be made on a timely basis no less frequently than quarterly as agreed upon by the Federation and the endowment fund managers.

3. Cash donations restricted to endowment will be transferred to the USOF Endowment Fund, Inc. as permanently restricted.

4. Life membership dues will be transferred to the USOF Endowment Fund, Inc. as Board-designated.

#### **L. Acceptance of Non-Cash Donations**

1. The Federation will accept stock as a vehicle for donors to transfer assets to the Federation. Transfer and recording the value of the asset will be done in a consistent manner and in compliance with accounting standards under the management of the Executive Director.

2. The Executive Director will sell any stock given the Federation immediately upon receipt by the organization.

3. The Federation will accept contributions of goods and services other than cash that are related to the programs and normal operations of the Federation. Any other contributions of non-cash items must be reviewed by the Executive Director and approved by the Executive Committee before acceptance.

#### **M. Bank Reconciliation**

1. Bank statements will be received directly and opened by the Director of Membership & Accounting who will reconcile the bank statement monthly.

2.. The Executive Director, President, Vice-President Finance and Chairman of the Finance Committee will have available online view-only access to bank account information for their review and will take appropriate action on all checks outstanding over 90 days.

3. The Finance Committee shall review the reconciliation of the bank accounts on at least an annual basis, unless an outside financial audit occurs or otherwise determined by the Board of Directors.

**N. Insurance**

1. Liability insurance on behalf of member clubs' activities, in addition to reasonable, adequate coverage for the Federation and its directors and officers will be maintained. Such coverage will include property and liability, worker's compensation, and other insurance deemed necessary. Insurance policies will correspond to the calendar year whenever possible.
2. The Executive Director will manage the Federation's insurance and carefully review insurance policies before renewal. Major changes to insurance policies will be approved by the Board of Directors.
3. The Executive Director will maintain insurance policies in his files.

**O. Dues, Fees & Membership**

1. The Federation will maintain membership in and pay dues to the International Orienteering Federation and the United States Olympic Committee.
2. Member clubs and individuals will be charged annual dues and receive benefits as outlined in the Federation bylaws and set by the Board of Directors.
3. Other fees, such as sanctioning fees and program fees may be charged by the Federation in return for services in accordance with the Federation's mission and strategic plan. Such fees are set by the Board of Directors in compliance with the Federation bylaws and policies.

Approved by the Board of Directors at the **August 31, 2012** Board Meeting

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