

**Orienteering USA  
BOD Meeting  
February 26, 2012  
Conference Call**

**Board Members**

Maiya Anderson Present  
Pete Dady Present  
Clare Durand Present  
Donna Fluegel Present  
Peter Goodwin Present  
Amy Williams Present  
Frank Kuhn Present  
Greg Lennon Present  
Charlie Bleau Present  
Pat Meehan Present  
Lou Pataki Present  
Rick Worner Present

**Executive Director**

Glen Schorr Present

**Visitors**

Chuck Ferguson

Secretary took roll

Approved Minutes from October 22, 2011, meeting

Board Member Change

Resignation of Scott Drumm

Approval to accept Rick Worner to serve until the Summer Board Meeting

Financial Report – Lou

See Board Report. In addition, Lou added, “Procedures for the internal financial review to be undertaken in March are being finalized.”

Charter Renewals

See Board Report.

Executive Committee Action since last meeting

Online waiver discussed and approval

Online waiver is on website and should be publicized.

*Action item:* Schorr will write up blurb and distribute.

Items for Board approval

Approval to include Mikell Platt on the Endowment Fund.

*Action item:* Endowment fund committee to check bylaws regarding background checks.

## Policy Changes

A. Approved the following change to the club contact list policy:

1. Each club is required to provide a confidential contact list of two key individuals. One person will be the club president and the other will be at choice of the club. OUSA requests name, position, address, phone number and email address.
2. When the member is providing contact information, OUSA will clearly let the member know that they will be receiving information via various communication methods. The member is entitled to all or any combination of the following materials and may opt out of receiving each type of information, such as:
  - Critical membership information
  - News you can use (dates, events, etc.)
  - Marketing and promotion information from OUSA partners deemed to be of benefit to the member
  - ONA Print or Digital
  - OUSA eNewsletter
  - Action Alerts (generally land access/legislative in nature)
  - Fundraising campaigns/appeals
  - Other communication methods

B. Approved the wording in the OUSA Policy -- LISTING EVENTS IN THE OUSA CALENDAR to International events which may have special interest to U.S. orienteers will be listed if requested by **Executive Steering Committee of one of the teams.**

*Action item:* Board will discuss OUSA Calendar Policy prior to April 2012 meeting.

C. Approved the new wording in the OUSA Volunteer Dismissal Policy

This policy is an aid for officers of OUSA to use in the event they must ask a volunteer to resign. As our organization changes, reorganizes or sets new priorities, our volunteers may need to be released from their duties. We hope this policy will make things easier for those who may feel uncomfortable with performing this duty. The policy assumes volunteers will be informed about the changes so they will understand what is happening. If the volunteer objects to losing the job or refuses to resign, the policy explains dismissal protocol. The Bylaws provide a way for the volunteer to file a grievance. The policy is to insure the volunteer be informed on how to file a grievance if desired.

Here is a progressive list of protocols to follow. Only those steps needed for a satisfactory conclusion should be used. **If there is reference to a “letter” in what follows in this policy, a physical letter, not an email, shall be used as the form of communication.**

## Rules Updates – Clare

A. Control Separation Rule

Approved to replace *B.23.7 When setting courses the following must be observed: There shall not be two control flags within 100m of each other on similar features.*

With

### ***B.23.7 Control Proximity***

***B.23.7.1 Controls shall be separated by a minimum of 30 meters on features that are distinctly different in the terrain and on the map (15 meters for map scales 1:4000 or 1:5000).***

***B.23.7.2 Controls shall be separated by a minimum of 60 meters on similar features (30 meters for map scales***

**1:4000 or 1:5000).**  
Effective immediately.

#### B. Sanctioning Deadline Rule

*A.7.4 Applications for meets not needing BOD approval must be received by the Sanctioning Committee 8 weeks prior to the event. For BOD approved meets listed in section A.3.2.4 a schedule of bid deadlines will be announced by the Sanctioning Committee. IOF event deadlines are announced by the IOF.*

*A.7.6 Within 2 weeks of receiving the application the sanctioning committee will respond to the meet director.*

*10. This Sanctioning Agreement will be submitted to Orienteering USA with the deposit of \$500 no later than 8 weeks prior to the event.*

*The board gives approval to allow the rules committee to make additional related changes. Effective immediately.*

*Action item:* On March 14, the rules committee will post a recommendation on the use of GPS, gather additional information, and then make a presentation to the board at the April meeting.

#### US Team proposed rule change – Rick\*

Approved a Team Trials Rules Change from

b) The candidate must either:

Be ranked in the top 3 WOC-eligible people in M21/F21 for the most recent 12-month\* OUSA Rankings

OR

*Be in the top 5 WOC-eligible people in M/F-21+ of the most recent 12-month\* Orienteering USA Rankings AND finished in the top five in M/F-21+ at the most recent U.S. (Classic Distance) Orienteering Championship,*

OR

Be unranked or have no US Champs result due to living outside of North America for at least 6 of the previous 12 months preceding the team trials, and submit along with the petition a summary of his/her (foreign) competition results and world ranking (if available) for the preceding year

to

b) The candidate must either:

Be ranked in the top 3 WOC-eligible people in M21/F21 for the most recent 12-month\* OUSA Rankings

OR

Have won one (or more) of 1) the last 2 day Classic Champs preceding the Team Trials (combined result), 2) the last Sprint, Middle or Long Champs preceding the Team Trials, 3) any race of the Team Trials itself,

OR

Be unranked or have no US Champs result due to living outside of North America for at least 6 of the previous 12 months preceding the team trials, and submit along with the petition a summary of his/her (foreign) competition results and world ranking (if available) for the preceding year.

Effective immediately

## Sponsorship Policy – Charlie

*Action item:* Further discussion to have a new policy to present to board in April.

## Discussion Items

### A. Web Committee Update - Greg

Our priorities are the following:

- OUSA membership database
- All data as of January 3, 2012 has been successfully moved from one database type to another (CiviCRM)
- I've recently taken over as the lead for this project and will be working with Robin to catch up on all 2012 data and to use this database going forward for all OUSA purposes.
- The OUSA website was also successfully moved to a new server last weekend
- We are monitoring web traffic and continue to see a steady though modest increase in traffic.

B. Championship Bid Process: Glen and Clare reported on efforts to bring championship bids in earlier.\*

## Memberless Club Issue

*Action item:* Peter will take lead on this and will work with the board and club leadership on this major issue.

## Donations

Further conversation and actions by OUSA leadership concerning donations will continue. The OUSA board will thank major donors via snail mail letters. All board members should make a point to discuss donations with club members. Peter, Amy and Rick will work on this and report back to the rest of the board.

## Progress on Strategic Plan

See board reports for details.

## Future Board meetings

April 14 GAOC

Sept. 1 AGM Laramie, WY.

Oct. 20 NAOC

Adjournment at 10pm

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\* March 26, 2012 – Minutes edited to move *Approve US Team Trials Rule Change* under Rick Worner; edited *Discussion item B—championship bid process* wording

# February 2012 Board of Director Reports

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## **Board of Directors & Executive Director Reports**

*Peter Goodwin*

*President*

In the last few months, work has been done to coordinate the process of getting the website more interactive. This has been done mostly by a dedicated group of volunteers and their energy that has been put into the project has been superlative.

I also have been working to coordinate the things that the executive director is working on so that there is the most benefit from his office for the organization. I have been involved in rules changes, team selection issues and the general running of the organization including working on the agenda for the next board meeting. Many of those issues are ones that should be discussed and also have been brought to the board by various people in the organization.

I will say that nothing that I have been doing could have been done without the help of others. The other volunteers are the ones who keep this organization moving forward.

*Greg Lennon*

*Vice President Club Services*

Strategic Plan Goal for 2011-2014: Increase the number of active maps in the US by 40%; focus on both new and rejuvenated maps from 2010 – 2014.

- OUSA's Pictometry online program continues to provide online access to high resolution aerial imagery for the Orienteering USA mapping community, with over 30 registered users. I have negotiated contract renewal terms for 2012 that should bring the expenses associated with this program in well under budget.
- As I've done since 2005, I continue to promote the use of LiDAR for creating orienteering basemaps. Within the last 3 months, (1) the tally of US counties with LiDAR coverage on the Wikipedia page I created now exceeds 130, (2) I've listed LiDAR flight collection specification guidelines for clubs considering procuring custom collections, and (3) in addition to the Red Arrow Maps LiDAR portal showing private LiDAR data collections available for purchase, I've initiated discussions with a new portal that will be offering 3D visualization of LiDAR point clouds.
- The EventReg system providing online registration for orienteering events has been implemented on the OUSA website since the last Board meeting, including both A- and B-meets. One issue that needs to be settled is the use of online waivers; while this issue was settled long ago by race companies and similar third party operators (in favor of their use), and the OUSA insurance agents also approve of their use, it would help certain OUSA clubs if a policy statement by OUSA specifically stated that the use of online waivers is seen as completely equivalent for all intents and purposes as signed physical waivers.

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- With Pat Dunlavey and Dan Felitsky, I have been integrally involved in the establishment of a new OUSA membership database that should be functional by Feb. 1 for internal use by OUSA.
- I have set up and am running the email distribution system handling the distribution of ONADigital and the (monthly) OUSA eNewsletters. This system is run in compliance with ICANN-SPAM guidelines, allowing instant unsubscribing. This system may expand to include communication from the OUSA ED or BOD to club officials.
- Related to both the new membership database and emailed communications from OUSA to members: An OUSA member will not receive ecommunication from OUSA unless (1) their email address is on file, and (2) they have not opted out of receiving ecommunications. Many family memberships currently list only one email address; this means that all others within the family (example: spouses) must inform OUSA of their own email address if they wish to receive ecommunication from OUSA, such as OUSA eNewsletters.
- I created an online “print-on-demand” eCommerce store for selling OUSA-branded items. This store also includes promotional banners for use by OUSA clubs, and will expand to include additional items of use to clubs. Club-oriented items are sold at cost. Some of the items sold to individuals include a nominal markup to provide a (small) revenue stream to OUSA. For the two weeks the store has been open, the sales total is about \$300.
- With the OUSA ED, I have been involved in expanding the 2012 OUSA insurance coverage program to include hired/non-owned auto coverage and the possibility of a program for extending event coverage to third party operators. We are beginning to offer coverage to third party operator events as a means of expanding marketing and financial opportunities.
- With permission from the publishers, I have overseen the digitization of all O/NA magazines published in the 15 year period from 1984 – 1999. These will be available in “flip magazine” (Flash) based and PDF formats as soon as the web committee can agree on where best to host this quite large (and searchable) set of files, and whether access to this material should be restricted to current OUSA members.
- On behalf of OUSA, a small publicity project was initiated using Google Adwords and Facebook ads. The relatively short run of the trial combined with a low click-through rate undermined meaningful interpretation of the results. I suggest that this trial be extended specifically for geotargeted ads on Meetup.com, Facebook, as well as the Microsoft, Yahoo and Google adcenters. I have also started discussions with an OUSA orienteer who by profession works in the field of search engine optimization algorithms, and hope to gain his help in optimizing future trials.
- With the OUSA ED, a discussion has been initiated recently with a major source of online information regarding a possible collaboration of benefit to them as well as to OUSA and OUSA clubs. The nature of this discussion is currently confidential.
- I am in discussion with a member of the IOF MTBO Commission, and am specifically seeking their help in growing MTBO within the US.
- With the OUSA ED, partly as VP of Club Services I participated in the meeting with the core members of the Central Virginia Orienteering Club, in order to help this (new) club join OUSA. Before 2012, events conducted in the Central VA (Richmond)

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area were considered QOC events, and QOC is fully supportive of the establishment and growth of this club as a completely independent effort.

***Louis Pataki***

***Vice President Finance***

My principal effort the past quarter has been completion of the 2012 budget and efforts to help assure that our income in the coming year meets or exceeds the budget target.

The Finance Committee met the goal set by the Board of constructing a 2012 budget that is realistic, includes support for our teams, and has a minimal budgeted deficit not to exceed \$30,000. Our budget, approved by the Board in November, provides the requested Team support and shows an anticipated deficit of \$13,050.

The 2011 financial results were far better than our budgeted expectations. On an accrual basis, we showed a deficit of about \$18,500, well under the budgeted expectation of a \$65,500 deficit.

On a cash basis, of course, we were in much better shape as the final full year contribution of \$25,000 from the Lennon Family Foundation is not reflected in accrual accounting statements.

This improvement resulted from success on both sides of our budget. Our income exceeded budget by about \$11,000, and our expenses were under budget by about \$39,000. This was a very good result, but we must not become over confident. The largest saving last year came from a reduction in insurance premium costs, and our income was greatly assisted by a single \$15,000 contribution. While the current lower insurance costs will continue, it is hard to see where a comparable expense savings can be found in the future, and we cannot count on such a contribution in the future.

Looking forward I see our biggest financial challenge to be on the income side of our budget. We have been successful in increasing income to cover the salary of our Executive Director as the Lennon Family Foundation grant phased down, but with a lag of about a year. That is a very favorable result. But, far less of that increase has come from sources outside Orienteering USA starts-related and member-contribution income than we had anticipated or would like. In the coming months, members of the Board will be working with me, the Finance Committee, and other ad hoc groups to address the issues of increasing all kinds of non-start related income. Director Charlie Bleau has been working with an ad hoc group to develop ideas in this area, and our 2012 budget requires that we be successful.

This year we will begin the 2013 budget process earlier and move it along faster than last year. My climb up a steep learning curve as we went through my first budget experience as VP Finance was painful for everyone, and I am grateful to the members of the finance committee, the Orienteering USA Board, Glen, Robin, and all members who gave us

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comments, in person or on attack point. You all helped us reach what I believe is a challenging, but realistic result.

Again this year I will be attending meets throughout the country. I find personal conversations very helpful. I ask that folks outside the Northeast whom I see only at these events who have questions, suggestion or comments about Orienteering USA financial matters please seek me out.

You know who I am, and I won't know your concerns unless you express them to me.

### ***Peter Dady*** ***Vice President Competition***

My activity this quarter has mainly been as an observer/reviewer to committee workings, in particular the rules committee, and to help facilitate WRE status for the Sierra Tour Ski-o events.

### ***Donna Fluegel*** ***Secretary/Executive Committee*** ***Membership Goal*** ***NOD*** ***ONA***

#### SECRETARY

We've broadened the role of secretary from just taking minutes at board meetings to include the following jobs (an updated job description is in the works and may include additional responsibilities)

- Secure board meeting and AGM locations. Provide refreshments if appropriate.
- Organize AGM member check in
- Board of Directors recruitment
- Organize board reports prior to meetings for website

#### MEMBERSHIP

I took on the membership goal from Glen a few months ago. I still have a great deal of work to do. I do not believe the goals are realistic and I would like to re-evaluate them in the near future. Another issue we need to discuss is that many clubs are moving to a "no membership" plan. This may lead to a decrease in the revenue we receive from club memberships.

*Metrics: Overall goal – Increase membership*

<i>Year</i>	<i>Club member goal</i>	<i>OUSA membership goal</i>
<i>2011</i>	<i>8,800</i>	<i>2,200</i>

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2012	9,600	2,400
2013	10,400	2,600
2014	11,200	2,800

### OUSA members

End of year	2006	2007	2008	2009	2010	2011
Total memberships	1401	1332	1382	1286	1314	1241
Total members (noses)	2257	2254	2317	2153	2156	2110

### Club membership

End of 2010 – 60 clubs - 5626 members

End of 2011 – 61 clubs – (30 clubs reporting as of Feb 1. = 2668 members. So far, it seems that most clubs are about the same, with the exception of Arctic, which went from 91 in 2010 to 9 in 2011. I am checking on this. I'll update these numbers when Robin sends me the final spreadsheet.)

### --Flyers

We now have an OUSA membership flyer for clubs to distribute to all local club members and newcomers who are not current OUSA members. I will be contacting all club presidents with OUSA membership information and how they can help to increase OUSA membership.

We are planning to redesign the old Sport of a Lifetime brochure when the 6000 copies we have left are gone. We made a simple sticker for the backs of the old ones to replace the old USOF name and website information.

-- 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 want to work with the clubs to determine a series of programs to incentivize the clubs to help market OUSA membership to their members. We've started with one club, QOC. I've been working with Greg Lennon to promote OUSA to new QOC members since fall 2011. Greg sends me a list of people who have indicated an interest in OUSA when they become QOC members. I contact these people with details about membership. So far, I've contacted 45 QOC members. One has joined OUSA. Yes, this is a very low recruitment rate, but it's a start. I will discuss doing something like this with more clubs in 2012.

-- OUSA membership option with online A-meet registration is still in the works but a few issues still need to be resolved.

### -- Lapsed Member Reminder.

Robin sends out three reminders to lapsed memberships. Once she is done, I send more personal reminders to those who have not renewed. It is our hope that a member is just late in renewing. We are hoping to determine why a member is leaving so we can address those shortcomings in the future. Reasons for not renewing have been: - financial, - not attending A-meets, - not orienteering any longer. I have not gotten one response saying

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that OUSA is the reason, which is a good thing. I'm looking for a person to take over this job.

### NOD

--Glen and I have been brainstorming ideas for NOD to make it relevant to the clubs as an event to sample the sport and drive future starts. Since I took over NOD about 6 years ago, the number of clubs holding true NOD events, with advertising, special newcomer events, etc. has increased. NOD 2012 will be Sept 22-23 with clubs having the option of holding their events anytime in September if these dates don't work for them. Since 2011 was a bust for donations, I'm looking for people to help with leads for donations for me to follow-up on. I also would love the help of a person to organize the distribution of giveaways.

### ONA

--The inaugural issue of ONADigital was e-mailed via Mail Chimp to all OUSA members thanks to Greg Lennon. I had no complaints and a few suggestions for the next issue that will be out in the fall of 2012. The link is posted on the OUSA website and is available free to anyone. We are using this as a marketing tool.

--We have been using ONA as a marketing tool for a wider audience. We've been stuffing swag bags at Adventure Races with them, distributing them at various sports and outdoor conferences, and still using them for NOD across the country.

--I will be working with a professional magazine designer to update the look of ONA.

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

2011 Strategic Plan Starts Strategies and Metrics:

<b>Overall Starts Metrics (Goals)</b>	<b>2011</b>	<b>2012</b>
Local starts:	49,300	52,700
A-meet Starts:	8,800	9,600

### **Status:**

Local (numbers represent a sample of clubs - not total starts):

	<b>2010</b>	<b>2011</b>	<b>% Difference</b>
Q1	4,418	5,295	34.10%
Q2	5,371	6,416	19.50%
Q3	4,261	4,007	-6.00%
Q4	9,521	8,882	-7.00%
<b>Total</b>	<b>23,571</b>	<b>24,600</b>	<b>+4.4%</b>

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Projection of total starts for the year ~50,000. This needs to be checked with club charter renewals start numbers due in February.

Despite a weak second half of the year, starts were up +4.4% for the year and event days were up +3.2%

Local meet start performance is directly related to number of event days. There is less quarterly seasonality than expected. While the fall (36% of starts) and spring (26%) were the strongest, winter (22%) and summer (16%) were stronger than expected.

A-meets:

Year	Events	Races	Total Starts	Total Receipts
2010	18	39	7,399	\$31,963.50
2011	15	35	6,195	\$26,651.50
	-17%	-10%	-16%	-17%

This decline in A meet starts is due to having less A meets in 2011, and a cancellation due to weather. The plan moving forward is to be more proactive about scheduling A meets in advance and implementing a structure and schedule to make this a routine for both OUSA and clubs in the future. See action plan items below.

### **Strategy: Actively pursue new groups of potential orienteers**

#### **2011 Metric: Implement Programs**

Status: This particular strategy includes a huge number of varying bullets. Fourth Quarter activity included

- Exhibit at National Girl Scout Convention in November - we distributed material to over 1000 attendees from across the country and had over 500 people complete our exhibit hall orienteering course.
- Action Plan underway

#### **2012 Metric: Ongoing Program Implementation reviewed for ROI**

Plan: Be proactive about scheduling championship and A meet events. Coordinate National Orienteering Calendar with greater lead time on scheduling. Develop schedule for these events to be planned and coordinated 1.5 years in advance. This is a top priority. Provide best practices to clubs and continue to develop website sections with programming for specific groups. Better define and promote US Teams Day in the spring and National Orienteering Day in the fall.

### **Strategy: Utilize technology to promote, grow, and measure orienteering**

#### **2011 Metric: 33% online registration; registration as part of [www.orienteeringusa.org](http://www.orienteeringusa.org)**

Status: Online registration established for A meets. Continuing to roll out. Web committee has set priority for online registration for B and C meets for 2012 launch.

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List of national event websites compiled and article prepared to distribute national orienteering calendar and articles outside of OUSA website.

**2012 Metric: 66% online registration**

Plan: Promote use of Orienteering USA registration system for 2012 A-meets. Expand Orienteering USA registration system for local club use.

Post orienteering events on national and local event websites/publications. Additionally contact these sites and publications to print/post short articles about orienteering directing readers to the Orienteering USA website and local clubs.

Develop an updated Orienteering USA facebook page in coordination with the web committee.

**Strategy: Do not forsake event quality for quantity**

**2011 Metric: Test pilot an evaluation program with four A-meets and fifty local meets**

Status: No progress in 2011.

**2012 Metric: Roll out revised program at National level. 25% of A and local meets evaluated.**

Plan: Will work to implement some sort of survey and feedback mechanism for 2012. Consider engaging with the course consulting committee to actively seek out event directors and course setters to provide oversight and answer questions.

**Strategy: Mountain Bike Orienteering**

**2011 Metric: US MTBO Championships**

**2012 Metric: Goals as set by MTBO Committee**

Status: Will work with MTBO committee for the future. Progress has been made outside of the board. Glen to update by April BOD meeting. POC: Glen

**Strategy: Rogaining**

**2011+ Metric: Create results and historical information database; Communicate with clubs to develop rogaines; US Championships annually; North American Champs annually; Publicized to adventure racing organizations; smooth sanctioning process.**

Status: The Rogaine committee has been excellent at working to grow rogaining. Recent US champs attracted many adventure racers. Sanctioning of non-championship rogaines continues to grow.

**Strategy: Trail Orienteering**

**2011-2012 Metric: Increase event directors/planners and events; Develop North American Trail-O Champs; offer TempO events; Promote to disabled groups**

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Status: Grant application for a trail orienteering event for disabled veterans in the DC area. Grant was not awarded to USOC. Will reapply next cycle. Trail-O events continue to be few and far between. Trail-O Blog started by Dan Felitsky.

**Strategy: Don't be afraid to rewrite the rules**

**2011 Metric: Think Tank formation of orienteers and non-orienteers**

Status: New product development group formed. No progress reported yet.

**2012 Metric: Regular meetings and progress reports to OUSA Board**

Plan: Touch base with group to effect progress. Redefine A meet concept to attract more local participants.

**January 2012 Action Plan:**

1. Improve National Calendar - Clare will be calling clubs to stimulate interest in A-meets and getting earlier information on plans. Intend to call for 2013 Championship bids for April 2012 meeting; 2014 Championship bids for Fall 2012 meeting; 2015 Championship bids at time of 2013 AGM. Work with sanctioning to make it reasonable for clubs to obtain sanctioning this early even if plans are not fully realized. Schedule will be published on the OUSA website, ONA and via club net as soon as finalized. (POC: Clare and Maiya)

2. Continue discounted A meet starts to new adults for A meets in 2012 (limit \$20 per coupon). A 10% discount will be offered for first time A meet participants who utilized this program in 2011 in an effort to get them to attend another A meet in 2012. Need to track the individuals given coupons in 2011 for repeat A meet participation. (POC: Glen)

3. Master Calendar: OUSA A-meet and regional calendar to clubs and 3rd party sites  
Jan 12: list of websites have been given to Glen to work with interns. Email to clubs with information on this will go out February 2012. (POC: Glen and Maiya)

4. Meet Promotion (local and A meet) - develop promotion and marketing tools, best practices and checklists.

Jan 12: boiler plate article developed, interns will distribute to list of event promotion and other relevant websites. Event Promotion Tools for A meet and local meet to be developed, to include checklists and best management practices. Estimated completion Mar 2012 (POC: Maiya)

5. Google Ad words - Link key search words to orienteering USA website, trial program  
Jan 12: On hold, December QOC test generated no additional starts.

6. Begin work on evaluation/feedback mechanism for A and local meets. (POC: Clare)

7. Work on general best practice documents for website to help clubs with meet implementation. Also plan to develop event promotion checklists and materials that will be available on the OUSA website. (POC: Clare and Maiya)

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### *Frank Kuhn*

- I will be attending the Joint Council/ Commission Meeting and the Trail Orienteering Commission Meeting in Helsinki, Finland on January 21st and 22nd.
- When possible, I attend the Florida Orienteering Events to help at Registration to solicit new Club and renewal members and OUSA memberships.
- For the United States National Trail Orienteering Championships (USNTOC) in Carrollton, GA. on April 13, I have been providing the Event Director with information on manning (1 at Registration, 2 or 3 at timed controls, 1 at start, 1 at finish, 1 at results and a 3 person Jury), water for the course, restroom facilities/port-o-potties near Registration, plastic bags for maps, standard IOF Tyvek punch card requirements, a model station near Registration area, equipment needed for time controls, start time list, time limit for course using the formula in the Trail-O Rules, tables, chairs needed at Registration, finish and results, course solutions, medals for first, second, third places for Paralympic and Open Class who are OUSA members, handling of fees collected (GAOC keeps or sends to OUS for the Trail-O Team Fund).

NOTE: Since Board Members are involved in voting on matters relating to Trail-O, it is recommended that any Members who have never done a Trail-O course sign up and do the one at the USNTOCs.

- I have been working on the paper work for the Organizers for the 2012 WTOC in Dundee, Scotland, on 6 June to 9 June. This includes the Team Members, a Team Manager, Team Leaders (4): Accreditation, entry and on site transportation fees; hotel accommodations/meals.

- My Strategic Plan Goal for 2010-2014 is Increase volunteerism at the club and Orienteering USA levels

- Charter club: Double the number of volunteers from 2010 to 2014

- Orienteering USA: Establish a consistent and effective committee system serving as a feeder System to Board of Director positions

In order to implement the number of volunteers goal, I needed to find the base line for the current number of volunteers.

Early in 2011, I sent a VOLUNTEER SURVEY FORM to all Board and Committee Members that would provide information about the various areas. After several reminders, I only received information from three Board Members. While the survey still needs to be done at a later time, Peter Godwin recommended that a questionnaire (9 questions) to gauge the level of volunteers in the OUSA member clubs and to get information on how to increase volunteerism be sent out to two officials in each club. The questionnaire has been sent out and replies are being received. From the replies, we will put together the best ideas of how to recruit new volunteers and how to retain those who are presently doing the work the club needs. This information will be put into a "best practices" document that will be posted on the OUSA website so that everyone can see what works to increase volunteerism. With more volunteers at meets, meets will be easier to run.

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### *Amy Williams* *Environmental*

- The Mission Statement of Orienteering USA states, in part,  
... Promote enjoyment of, and respect for, the environment . . .
- Additionally, Orienteering USA's Vision  
... is a single, united orienteering community . . . an Orienteering Nation, a community committed to filling the forests, the woods, the parks, and the fields with new enthusiastic orienteers..

• We, the orienteering community, are also challenged to be “stewards of the parks”  
These points are inter-related, I believe.

All wise orienteers understand that the sport of orienteering literally depends on protecting the environment.

Without protecting the forests, one cannot run through the trees.

Without supporting the parks, one cannot stroll along the trails.

Without preserving the fields, one cannot sprint through the tall grass.

In orienteering, the very venue in which we compete IS the actual environment itself. Protecting it is crucial, both now, and more importantly, into the future. To do otherwise, will spell the death of the very sport we all hold near and dear.

One way to ensure the protection of the environment, and the future of orienteering, is to promote both orienteering and environmental awareness in the young.

There are several programs around the country that have been doing just that – directly encouraging and inviting young people to come out and discover orienteering, and, indirectly, growing future protectors of the environment.

I am sure that there are others, but some of the very active orienteering programs that involve large recruitment and training of today's youth in the wonderful sport of orienteering include:

BAOC:

Bay Area Orienteering Club's COOL (California Outdoor Orienteering League)  
Orienteering Series

COC:

Cascade Orienteering Club's WIOL (Washington Interscholastic Orienteering League)

DVOA:

Delaware Valley Orienteering Association's Northeast Junior Training Camp

GAOC:

Georgia Orienteering Club's JROTC Training Program

HOC & NTOA:

North Texas Orienteering Association and Houston Orienteering Club's TJOC (Texas Junior Orienteering Camp)

OCIN:

Orienteering Cincinnati's Little Troll Program

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OUSA:

Orienteering USA's North American Open Training Camp for Team USA

OUSA's Board notes state that the OUSA membership is "aging," implying the necessity for "new blood."

Strongly promoting orienteering to today's youth is the way to guarantee an ever-increasing number of orienteers tomorrow. Planting the seeds of discovery, competition, and camaraderie in their minds will result in not only future orienteering adults, but new stewards of the earth in the future.

OUSA's local clubs around the country are continuing to heavily encourage youth participation in the sport of orienteering, guaranteeing it a safe and secure place in the hearts of tomorrow's enthusiastic orienteers, and thereby protecting the environment upon which orienteering completely depends.

### *Charlie Bleau*

#### *Non-starts Revenue*

I have continued to interact mostly with Executive Director Glen Schorr and VP Club Services Greg Lennon regarding Non-starts Revenue. To recap, these fall into the following basic categories: Donations, Sponsorships and Grants, Web-commerce, Charity Events, Dues and Investment Income. Donations are varied in their sources and means, but they can generally be categorized as Major Gifts (otherwise known as Capital Campaign Pledges), Contributions to the Annual Fund, General Contributions and Contributions for the benefit of Team USA. Web-commerce and Charity Events are new categories and their income is minimal at present. Following are the historical Non-starts data and future goals.

Year	Plan	Goal	Actual	
2010	\$50,000		\$50,000	\$55,178
2011	\$75,000		\$96,000	\$103,856
2012	\$100,000		\$100,000	
2013	\$125,000			
2014	\$150,000			

#### 2012 PROGRAM GOALS (rev. 1/20/2012)

Team USA	\$33,450	
Annual Fund	\$18,000	
Major Gifts	\$10,000	
General Contributions	\$7,000	
Sponsorships and Grants		\$15,000
Wearables Distribution		\$2,000
Books Redistribution	\$2,000	
Income from endowment fund		\$4,000

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Life member dues received \$1,500  
Interest income \$1,500  
2012 BUDGETED GOAL \$94,450

2011 figures include Capital Campaign contributions most of which came from the final Lennon Family Foundation (LFF) gift. Going forward, it is difficult to see where the additional revenues will come from, as we have only been able to identify \$94,450 in Non-starts revenues that might reasonably be expected.

The following sections cover various aspects of donations to OUSA. These might seem to go into too much detail, but I think it's important to report in sufficient detail to convey the scope and potential of fundraising through donations.

### Major Gifts

These were formerly known as Capital Campaign Pledges. The last major push for Major Gifts was in 2008 and the contributions were pledged over 3 years. Apart from the LFF, there was a grand total of 6 pledges made, 4 of them for \$1000 or more, and totaling \$20,100. Judging from past performance, renewing this program today should be able to achieve the budget of \$10,000 this year and more for later years. The Non-starts revenue committee has no particular expertise in soliciting this kind of contribution. The ED has sent out a solicitation for help within the OUSA community. We hope to find a volunteer that can help us get this campaign started. Purchasing a Propensity To Give list of people within and without OUSA is still under discussion. Such a list is expected to cost around \$2,000.

### Contributions to the Annual Fund

Solicitations for the Annual Fund are slated to go out in the September issue of ONA, along with letters to previous donors who have supported the fund strongly in the past. Past criticism of this fund drive has centered on it being impersonal and error-prone in its outreach. We hope to find ways to make the appeal more personal this year, perhaps by enlisting the help of an honorary chair. We would also suggest more personal acknowledgements of at least the larger donations by appreciative board members. We would expect to begin working out the details of the fund drive around April 1 with a view to meeting a copy deadline sometime in July.

### Membership Renewal and GiveDirect online contributions

When joining OUSA or renewing membership online, members are given the option to also make a charitable donation to OUSA. Donations from 3/10/11 to 1/11/12 totaled \$1460, suggesting that perhaps \$1750 per year could be raised in this way. Of the \$1460, \$10 was earmarked for the endowment, \$455 (23%) for the teams, and the rest was unrestricted. The online membership website address is <http://orienteeringusa.org/membership>.

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In response to requests from the teams' ESCs, OUSA contracted with GiveDirect to implement an online donation website so that supporters, friends and family would have an easy and convenient way to donate to the teams. There are three basic options on the site for making a donation: greatest need, the endowment and to the various teams. Donations from 10/3/11 to 12/31/11 totaled \$1365 suggesting that perhaps \$8000 per year could be raised in this way. Of the \$1365, \$50 was earmarked for the endowment, \$425 (31%) for the teams and the rest was unrestricted and to be used for the greatest need. The online giving website address is <http://orienteeringusa.org/support>. Some of this giving might have been due to pent up demand – at least on the part of the teams - and may not continue at the same rate.

### OUSA Online Store

In response to member demand for OUSA-branded merchandise, through a tremendous effort, Greg and Kathleen Lennon have set up an OUSA Online Store on CafePress which can be found at this website address: <http://orienteeringusa.org/store>. From 15 categories, they have selected hundreds of products, which range from pajamas to license plates to iPhone covers. They have artfully branded them with the OUSA logo and priced them with either no markup or a modest markup depending on the product. The idea is not only to raise some money, but also to help raise awareness of OUSA.

A great advantage to OUSA is that CafePress is a PrintOnDemand vendor who does not hold any specifically branded merchandise. This means that OUSA does not need to make any investment in inventory and has flexibility in changing its product line at any time.

It should be noted that the merchandise offered is not merchandise that the orienteering vendors would typically sell. These vendors already support the orienteering community in a variety of ways and it is not our intention to compete with them.

### Sponsorships and Grants

The ED has already secured or collected over \$6000 in sponsorship revenue for 2012, which represents 40% of the sponsorships and grants budget. Another \$11,500 is expected to come in from existing projects and yet another \$5000-7500 is the goal for one other project. We should easily exceed our budget of \$15,000 in sponsorships and grants this year.

Sponsorships such as Motel 6 and Hertz and others will steadily build revenue and it will be important to attract OUSA website traffic to increase traffic through to our sponsors. As website traffic builds, it will help to attract more and more sponsors. Kent Shaw has been working steadily on EventReg, the OUSA online registration system, and a pricing model has been worked out to offer EventReg for B and C-meets. Once EventReg has been ported to the OUSA server it will be much better integrated into the OUSA website giving the user a much smoother and streamlined online registration experience.

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### Charity/Fundraising event

Although it is already late to schedule one for 2012, we would still like to schedule some sort of charity/fundraising event this year. We are tentatively thinking about organizing some sort of event at the North American Championships in October. Greg Lennon had previously advanced the idea of holding a charity/fundraising event such as a Golf Tournament, Soiree/Ball/Night Out/Restaurant, or a Film Night, including an Opening Night. This would most definitely require qualified and motivated volunteers. It is also true that this event could be more modest and be simply a fund-raising dinner. Suggestions and volunteers are welcome.

Following are the budgeted 2012 expenditures related to Non-starts Revenue. I am unsure as to whether any of these figures are doubly reported elsewhere.

#### 2012 EXPENSES

Marketing / Conference Fees & Memberships	\$2,500
ED travel/ Conferences	\$3,000
Marketing/ Publications and Printing	\$1,000
Fundraising Expenses	\$3,000

I want to thank Glen for his continued expert help and guidance in keeping me on the right path. I am always grateful for his talents, organization, efficiency and general respect for people's time.

It is obvious that the budget is very tight and definitely ambitious, but it is also clear that there are opportunities for raising funds outside of starts and memberships. These opportunities will require time and talent and I would renew my request that any volunteers willing to take on any aspect of these please contact me.

### *Pat Meehan*

#### Increase Active Maps

I had a productive conversation with Gregg Lennon. We discussed ideas on how to encourage clubs to keep an up to date list of their maps. This might be possible through a conceptual website that offers the maps for sale. The site could be linked from each club's own website. The Data and terms of sale could be controlled by each individual club. But a central site could seamlessly render available every orienteering map in the country. This might increase map awareness to a wider audience, encourage clubs to keep maps current and available, generate revenue for clubs, and promote Orienteering.

An article was published in ONA promoting many ideas regarding increase mapping and mappers. In addition, it was intended to spur thought on new areas to map and consider

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smaller more urban maps. Additional pieces may be published to promote similar concepts.

### ***Glen Schorr*** ***Executive Director***

#### Strategic Plan Goal

- 2011 Goal: 100,000,000 media impressions
- 2011 Results: 554,039,719 media impressions
- Q4 Highlights:
  - o Ali Crocker – Sports Illustrated “Faces in the Crowd” (Schorr)
  - o US Champs – NPR (Berman’s)
- Note: need to determine appropriate measure moving forward, OUSA lost discount measuring service. Cost to replace, \$10,000 per year. Do not recommend expense.

#### Starts

- Measurement: See Anderson/Durand Report for further details
- Current marketing focus on “Championship Challenge” program. Promoting via ONA, E-newsletter and orienteeringusa.org
- Partnering with Scarborough's (shirts) and Valerie Meyer (Results)
- Objective to generate as many A-meet starts in the spring as possible.
- For more details visit orienteeringusa.org can click on “Find A National Event”

#### Sponsorship

- Currently 41% to goal for 2012. See Bleau report for further details

#### Donations

- See Bleau report for details.
- Currently seeking volunteer to run Major Gifts Initiative. No takers yet.

#### 2012 Marketing Calendar

- See attached calendar for recap of events and activity

#### Web Committee

- Work group (Pat Dunlavey, Dan Felitsky, Greg Lennon) working with Robin Shannonhouse to transfer database from Robin to a separate server. This will enable additional functionality moving forward.
- Work group reports that data is transferred and they are now working with Robin re queries, functionality, etc.
- Top 5 priorities for web committee in 2012
  1. Conversion to a new database
  2. Event registration, B & C meets
  3. (Tie): Rankings
  4. (Tie): E commerce (sales)

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### 5. Analytics and Measurement

Travel (Between now and April BOD meeting)

- February 28: Ice Bug – Sales Call (New Hampshire)
- March 30 – April 1: Kentucky Sports Authority & Flying Pig (Kentucky)
- April 13 – 15: Boys & Girls Clubs & US Champs/BOD (Georgia)

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Added February 23, 2012

REVISED March 7, 2012

### **Scott Drumm / Rick Worner** **Team Performance Report for 2011**

A = Achieved

NA = Not achieved

NS = Not started

(Numerical metric)

#### **FOOT O**

- (NA) (11/24) Team members will win all medals at US Championships
- (A) (1/1) Team will win Bjorn Kjellstrom Cup at NA Champs
- (A) (8/8) Men will all have rankings above 90.
- (A) (9/9) Women will all have rankings above 80.
- (NA) (11/17) Team members will compete in 8 or more “A” meets.
- (NA) (9/17) Team members will log 300-500 training hours.
- (NA) (27) Men’s relay team in top 25 at WOC 2011.
- (NA) (25) Women’s’ relay team in top 18 at WOC 2011.
- (A) (4) Women in three finals at WOC 2011.
- (A) (23) One women finalist in top 30.
- (NA) (0) Men in one final at WOC 2011.
- (NA) (14/20) Team members should all have a World Ranking
- (A) (17/17) Team members will comply with expectations put forth by ESC.
- (A) (17/17) All team members logging on AP or alternate site

#### **SKIO**

- (A) (2/1) Send two juniors and one coach to SKIJWOC 2011
- (A) (4) Fund at least three team members to International events.
- (A) (4/3) Send minimum of 3 men and 3 women to SKIWOC
- (NS) Appoint a team coach to plan and monitor training.
- (NS) Require annual training plans
- (NA) Annual training camp with 50% participation from team
- (A) (13,24) Two skiers with 30% of all winning times at SKIWOC 2011

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- (NA) (5/7) All skiers within 70% of all winning times at SKIWOC 2011  
(NS) Committee will be formed to select a Masters level team  
(A) Ski O results will be published in local media, ski websites, AP and ONA  
(A) Team will provide and update content for OUSA website

### **JUNIORS**

- (NA) (4/8) Five top ranked M/F20s attend Interscholastic, Intercollegiate and US Championships. There was a schedule conflict between North American Champs and JWOC  
(NA) (0/0) Two men and two women in top half at JWOC sprint and classic.  
(NA) (0/0) One man and one woman qualify for middle A final at JWOC  
(NA) (0/1) Men's and women's relay teams within 80% of winning times.  
(NS) Development and coordinated recruitment for a Junior Team development program.

### **TRAIL O**

- (NA) Team will send three open and three paralympic to WTOC  
(NA) (50%) All WTOC members to participate on TempO event  
(NA) (30%) One team member in top 20% at WTOC  
(NA) (38.5%) Team members will average better than 70% correct at national ranking events.  
(NS) Develop training manual, demo events at local meets, learn OCAD and produce ISSOM maps.  
(NS) Annual Trail O training camp.  
(NA) Regularly planned training activities.  
(NA) Conduct National Temp O Competition  
(NA) (38%) Every team member will participate in organized fundraising.  
(NA) (54%) Each team member to participate in one national ranking event.  
(NA) All team members actively participate in team elections and discussions.

\* Actual Team reports available on request from Rick Worner, wornerkohn@aol.com