



August 2014  
Board of Directors and  
Executive Director Reports

*Peter Goodwin*  
**President**

Working on various projects.... I helped finish up the revisions of the Bylaws and the Board approved sending them to the AGM. I have been working with the Strategic Planning Committee to develop our strategic plan for the next 5 years and working with a good group of people. Ideas have also come in from people from outside of the committee and I have worked to integrate these ideas into the plan, simplify it and keep the process moving forward. I have been working on Team issues and also spending a bit of time following the World Championship results although many of the events were over by the time that I woke up. A bit of time has been spent on organizing for the Convention and working on AGM and Board meeting documents.

*Lou Pataki*  
**VP, Finance**

To the Board of Directors, Orienteering USA:

For the first six months of 2014 our financial position is in line with the comparable 2013 period. While we ended up with a net income over expenses of \$30,000 in the first half of 2014 compared to a deficit of \$22,000 in the comparable period last year, much of this was due to timing deficiencies. Income was up about \$40,000 over comparable 2013 period due principally to a difference in timing for a major gift. Restricted and unrestricted contributions and restricted fundraising were up modestly. Program income was down slightly. Expenses were down \$13,000 over the similar 2013 period due principally to the fact that many team expenses were not accrued in the reporting period.

Taking all the timing issues into account, we are modestly ahead of last year's result and are in line with our budget targets.

The accounting firm of Fulton & Kozak completed an audit of our financials and we have received a clean opinion letter. Robin Shannonhouse is to be commended for her excellent work keeping our books, and I thank her for her efforts in working with the accountants during the audit process. I will give a formal report on the 2013 results at the Annual General Meeting.

In previous report I noted that, "[we] continue to work to increase transparency in the amount of funds available for the use of our teams." I feel we have to do more in this regard, and I will ask the finance committee to revisit this area as part of this year's budget process.

As our teams return from Europe and we return from our summer breaks, I would ask all parties responsible for budget requests to begin to consider their needs and wants for next year. A formal call for budget requests will be coming soon.

Respectfully submitted,

Louis Pataki, Vice-President, Finance

July 18, 2014

### ***Maiya Anderson, Bob Forgrave***

#### **Starts**

An Excel spreadsheet regarding Q2 starts has been created. It is a separate attachment to the board report.

### ***Jennifer Flagel***

Primary focus has been working in partnership with Peter Goodwin, Donna Fluegel and Glen Schorr on the convention. The convention schedule is solid, and we will now focus on marketing and publicity between now and the convention.

### ***Frank Kuhn***

The pre AGM board meeting will be my last one since my term on the board expires.

Clare Durand will be the Team Manager for WTOC.

My two-year term on the IOF Trail Orienteering Commission expired at the IOF General Assembly in July. Subject to IOF Council approval I will serve another two year term.

I will be attending the 2014 US Trail Orienteering Championships in Colorado Springs in August and will be handling registration and starts.

During the Florida Orienteering Club fall/winter/spring season, I attend the events to solicit new club/renewal members and new OUSA memberships.

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

**Focus Areas:**

<u>ITEM</u>	<u>YTD%</u>	<u>GOAL%</u>
Club Communications	25	34
Fundraising	39	33
Day to Day, Marketing, Strategic Plan, Membership, Team USA	36	33

**Club Communications**

- Club outreach: DVOA, SAMM. Needs to be a focus area in second half of the year
- Continue to write monthly e-newsletter, regular ONA column and other ONA content
- In contact with approximately 20 - 30 clubs per month on various issues

**Fundraising**

- Year end 2014 sponsorship goal exceeded by +18% to date.

<u>ITEM</u>	<u>2014 GOAL</u>	<u>YTD</u>	<u>COMMENTS</u>
Sponsorships	\$22,000	\$25,900	Includes dollars committed

- Need to discuss Choice Hotel partnership for 2015 and beyond. See separate report.
- Have identified two board members for support on fundraising. Need to confirm at Colorado meetings.

**Day to Day, Marketing, Strategic Plan, Membership, Team USA**

- Part of strategic plan committee
- Supporting Team USA on various projects: Uniforms, Fundraising, Sponsorship
- Attended 2014 IOF Congress in Italy. See report below.

**Report from 2014 IOF General Assembly – Chisea, Italy**

This past July 6–12 I had the opportunity to represent OUSA at the IOF General Assembly. The assembly was held in Chisea, Italy in conjunction with the 2014 World Orienteering Championships. While this is a bi-annual congress, this is the first time I have attended since 2010 when the General Assembly was held in Trondheim, Norway.

When in Italy, I had the chance to attend the following meetings:

- Sprint Relay Seminar

- Pre-General Assembly Meeting
- General Assembly (with Linda Kohn and Rick Worner)
- Nations Outside of Europe Meeting

#### Sprint Relay Seminar

The IOF presented its results from two World Cup events as well as the previous day's WOC sprint relay. The IOF is enthusiastically behind this concept as it is in line with bringing orienteering to the people and is appealing for television. This format is here to stay.

#### General Assembly and Pre-Assembly Meeting/ Highlights

- The General Assembly rejected merging/assimilating with the International Rogaining Federation as it was seen as contradictory to the goals of the IOF strategic plan. They saw this diversification as a weakening of our efforts and budgets.
- The General Assembly was against the inclusion of Adventure Running in our umbrella. As this did not make it out of council, it did not come for a vote. If it had it would have lost.
- The IOF formed a memo of understanding with a Swiss company run by Matias and Simone Niggli to investigate privatizing the World Cup in the future.
- The Olympic initiative is on hold for now pending direction from the International Olympic Committee. The original goal was to try to get Ski Orienteering into the winter games. Future direction uncertain.
- The IOF is beginning an 18-month project, reviewing all of its world championship and world cup events. See potential actions under next steps.
- The 2017 WMTBOC was awarded to Vilnius, Lithuania.
- The 2018 WOC/WTOC was awarded to Riga, Latvia.
- All officers ran unopposed and were re-elected. As the commission had a massive turnover in 2012 this is not necessary a bad thing.

#### Nations Outside of Europe meeting

Met with Norway's Astrid Waller Kaess, the Vice President in charge of North America. Meeting was attended by representatives from Australia, China, Hong Kong, Taiwan and the U.S. The Europe meeting had about 50 – 70 people in attendance.

#### Opportunities moving forward

- Currently OUSA is an outlier at these meetings because we are not, with the exception of Frank Kuhn and myself, involved in councils or committees. A major barrier has been time, travel and cost. However, we may want to consider placing interested parties on the championships committee. Work can be done via Skype and email. It is important to establish on-going, productive working relationships within the IOF. Australia can do it. Why can't we?
- Funding is available from the IOF on an as-needed project basis. We just need to identify the opportunities and ask for the money. There is no guarantee but we have been successful in 2013 with the Ski O World Cup and the upcoming Mountain Bike domestic tour headed by Greg Lennon.

- Continued participation by the Executive Director at the bi-annual General Assembly for the sake of continuity as well as making connections. 2016 will be in Sweden and 2018 will be in Latvia.

### *A note of thanks*

Thanks to Charlie Bleau and his company, SciMeasure, for donating the Delta miles to cover my airfare. Your generosity is appreciated.

### **Travel**

- Outdoor Retailer Summer Market – August 5-6 - Salt Lake City
- OUSA Convention, AGM, BOD and US Classic and Trail Orienteering Champs – August 7-11 – Colorado Springs
- Connect Events Convention – August 21-24 – Orlando
- FUMA Site Visit and Meeting with head of school – September 19 – Fork Union, VA
- USOC Annual Assembly – September 25-26 – Chicago
- US Individual Orienteering Championships and Board Meeting – October 3 -5 – Rochester, NY

TO: Peter Goodwin, Board of Directors  
FROM: Glen Schorr  
RE: August Board of Directors Meeting/ Hotel Agreement with Choice Hotels

The purpose of this memo is to:

1. Inform you that our contract with Choice Hotels ends December 31, 2014
2. To provide a recap on the program to date
3. To request direction moving forward

### **Current Contract**

Pays OUSA an annual base fee of \$1,500 + 5% commission on all rooms booked through our website. In exchange we promote site via online advertising, ads in ONA and editorial in the OUSA e-newsletter.

### **Recap**

Revenue

- 2013 - \$2,737\*
- 2014 (thru June) - \$2,811\*

Note: \*, we did not receive our 2013 base fee until July, 2014 after extensive nagging. The 2014 base fee has been paid and they are current on all fees.

The past two years with Choice have been inconsistent. On the positive side, our membership like the variety of properties and price points. There is literally something for everyone. On the negative side they seem seriously undermanned (note: 19 months to receive a payment) and I question if we are getting commission on every room we book, especially those that are made by contacting the property directly.

### **Options moving forward**

- Continue relationship with Choice for another year or two. Either under current or revised terms. I will elaborate upon this in Colorado.
- Look to switch to another property. Here is a current list of major hoteliers in the USA as well as number of properties
  - Wyndham – 5,617
  - Choice – 5,000
  - IHG – 3,531
  - Hilton – 3,447
  - Marriott – 3,366

- Motel 6 – 973
- Carlson - 508
- Hyatt – 412
- Red Roof Inn – 382
- Executive Director currently has strong relationships with Choice, Hilton, Motel 6, Carlson and Red Roof Inn

**Next steps**

- To be discussed in Colorado at August 8<sup>th</sup> BOD meeting.