



**January 2014
Board of Directors &
Executive Director Reports**

Peter Goodwin
President

Over the past few months, I have been involved in a number of projects. None of them are earth-shattering and most of them could not have been done without others helping move the sport forward. As was the case last year, I have been in Keene Valley, NY, but this year there was little snow and it was basically treacherous to walk without spikes on your feet. There were two days when it never went above zero; it was not orienteering weather.

Since the last board meeting, I have been helping Glen work with the insurance for Orienteering USA for next year. We are using the same group we used last year and they seem to be a group that works well with our clubs. They gave us a good premium rate, and in the year just past no club seemed to have a problem with getting insurance information. so that is a good thing.

I have been working with moving the Annual Fund along and there seem to be some very real positives associated with our results. We didn't double our donations, but we seem to have increased them to the benefit of our organization and our teams. I will suggest, however, that people who want to support our teams can do so as we move closer to the WOCs. The more support we can give them, the better.

There have been some issues with rules that I have been working on, and I have been working on the evaluation of those who are paid to do things for Orienteering USA. These include our Executive Director, the accountant/membership director who keeps us on track for our finances, and our Junior Team Coach. Basically, these people seem to be doing their jobs but I am working with them and the executive committee to make sure that we are putting our money where it will do the most good.

There are other things associated with our third party operators that I am helping (with others) to move forward and there is the World Rogaine Championships in South Dakota this summer that I have been helping where we can help. They have an important meet and we need to make sure that USA puts on a good show.

Donna Fluegel
Secretary

National Orienteering Week:

39 clubs held National Orienteering Week events in 2013. A handful of the clubs responded to my survey about their events. Glen and I will be using these responses as we plan for NOW 2014 (September 13-21, 2014).

Frank Kuhn

- I will be attending the Joint Council/Commission Meetings in Helsinki, Finland on 17, 18 and 19 January, 2014.
- In July I attended the 2013 WTOC in Vuokatti, Finland. Clare Durand was the Team Manager and I was a Team Official.
- During the WTOC there was an IOF Presidents' Council Meeting. Since Peter Goodwin was on the WTOC Open Team and was participating in the second day of the WTOC, I represented the USOF/Orienteering USA.
- At the U.S. National Trail Orienteering Championships at Moreau Lake State Park on May 11th, I handled Registration.
- During the Florida Orienteering Club fall/winter/spring season, I attended the events to solicit new club/renewal members and new Orienteering USA Memberships.
- I am working on trying to find a club and course setter for the 2014 U.S. National Trail Orienteering Championships.
- For the 2014 World Trail Orienteering Championships 6–11th July in Trentino-Veneto, Italy, I am trying to find a Team Manager.
- For my Volunteer Strategic Goal, I would like to set up two websites for locating volunteers. Site 1 would be for locating vacancies in the Committees @ Task Force section of ONA. Site 2 would be for locating volunteers for upcoming local events. To date I have been unable to find anyone to set up the two websites.

Maiya Anderson and Bob Forgrave
Starts Goal

Starts Metrics Overview		4th Quarter	Sample % of actual	2013	Sample % of actual
LOCAL	Sample of 15 clubs' starts	9,450	92%	27,440	88%
	Actual	10,265		31,269	
A-MEETS	Sample of 15 clubs' starts	2,164	82%	6,854	91%
	Actual	2,642		7,531	

Starts are tracked quarterly using a consistent sampling of 15 clubs that represent 82-92% of all starts. Local starts are up, and A-meet starts down, despite an increase in A-meet days.

Fourth Quarter start metrics***A-Meets:***

For the fourth quarter 2013, A-meet starts are down and event days are up compared to the averages of 2011-2013.

- A-meet starts are down (-9.8 %) compared to the 2011-13 Q4 average
- A-meet starts are down (-21.6%) compared to Q4 2012
- Event days are up compared (5.3%) to the 2011-13 Q4 average
- Event days are up compared (25%) to Q4 2012

Local:

For the fourth quarter 2013, local starts are up and event days are down compared to the average of 2011-2013.

- Local starts are up (9.0%) compared to the average starts for Q4 2011-13
- Local starts are up (12.6%) compared to Q4 2012
- Local event days are down compared (-7.3%) to the Q4 2010-13 average
- Local event days are up (7.1%) compared to Q4 2012

The trend shows continued growth in local meet participation and a reduction in A-meet starts in the fourth quarter compared to the last 3 years. It is disheartening to see that an increase in A-meet event days for Q4 2013 did not translate into an increase in starts. This can be explained to a well-attended NAOC that took place in Q4 2012.

Annual start metrics***A-Meets:***

For 2013, A-meet starts and event days are down compared to the averages of 2011-2013.

- A-meet starts are down (-3.0 %) compared to the 2011-13 average
- A-meet starts are down (-6.3%) compared to 2012
- Event days are down compared (-11.9%) to the 2010-13 average
- Event days did not change compared (0%) to 2012

Local:

For 2013, A-meet starts and event days are up compared to the average of 2011-2013.

- Local starts are up (12.3%) compared to the average starts for 2011-13
- Local starts are up (13.0%) compared to 2012
- Local event days are up slightly compared (0.6%) to the 2010-13 average
- Local event days are up slightly (0.3%) compared to 2012

Double-digit local start growth is a strong and important trend. But we still have work to do on A-meets; increasing number of A-meet days is not enough. Hopefully, increases in local meet starts will translate into increases in A-meet starts in the future. We continue to focus on ways to drive more starts per meet (promotion and accessibility) and helping clubs hold more meets to increase the total starts.

Scheduling and Planned Program Changes:

We continue to work on the 2014 A-meet schedule and are planning for 2015 and 2016. There are 11 events in the scheduled for 2014. In addition, we are developing a proposed national championship calendar where championships are rotated by region.

Strategy and Goal:

Increase starts at both local meet and A-meet levels by at least 5% annually compared to previous years' starts average.

- Actively pursue new groups of potential orienteers, such as adventure racers, with promotion that recognizes where they are coming from.
- Work with third-party organizations to host events and 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, ROTC, Boy Scouts, Girl Scouts, and other national groups

Comparing 2013 to the average of starts from 2011 and 2012, A-meet starts decreased 4.2% and local meet starts increased 19.9%. This suggests strong engagement at the local level, where newcomers tend to start and relationships are built. Traveling to A-meets isn't for everyone; we need to be very good at building a success path from timid newcomers to non-traveling local meet enthusiasts to country-touring A-meet fanatics.

Other goals:

- Develop promotional tools for clubs to attract more participants
- Utilize social media and online calendars to get the word out on orienteering and orienteering events
- Facilitate the hosting of more A-meets by reducing the administrative burden
- Model an alternative cost structure with fewer, better-attended A-meets, in which A-meet starts play less of a role compared to local meets.

Updates:

1. Working on general best practice documents for OUSA website to help clubs with meet implementation. Donna Fluegel put out a call to share best practices in early 2013.
2. OUSA social media plan being executed. The OUSA Face book page continues to be a success. There are currently more than 760 likes and we have good engagement on the site.
3. Master Calendar: 2014 A-meets and major events will be posted on event calendar websites outside OUSA by Jan 2014 (POC: Maiya).
4. Bob presented the A-meet analysis project at the board meeting in July. We received feedback and focus from this meeting. We are currently evaluating additional comments and discussion collected on Attackpoint and email related to improving A-meet participation and hosting A-meets. This feedback will be evaluated before implementing a plan to address A-meet support/participation (POC: Bob).

5. Proposed master national championship schedule by region is in development for 2015 and beyond (POC: Maiya and Bob).

January and February 2014 Action Plan:

1. Develop plan to improve A-meet development and hosting based on feedback from A-meet study (POC: Bob and Maiya)
2. Improve National Calendar: Implement programs to help clubs host A and local meets. Continue to contact clubs to stimulate interest in A-meets for 2014 and beyond. Working with respective committees to obtain bids for 2014 Rogaine, Bike and Trail-O Championships (POC: Bob and Maiya).
3. Develop/revisit our system for scheduling, soliciting and bidding for Championship Meets with the goal of scheduling championship meets earlier in advance. Plan to establish a rotation of championship meets by region (POC: Maiya and Bob).
4. Working to develop marketing and promotion tools and training to encourage orienteers to introduce new people to local meets (POC: Bob).
5. Meet Promotion (local and A-meet): Distribute boilerplate orienteering article to list of event promotion and other relevant websites (POC: Maiya)

Greg Lennon
VP Club Services

- Guidance is being sought to improve several features of the membership database, in order to better serve the needs of staff and users.
- An interface to the membership system has been enabled allowing the EventReg registration system to begin to add features helpful to members and registrars.
- A new template for the email distribution system handling the distribution of ONADigital and the (monthly) OUSA eNewsletter is undergoing testing and is likely to be released later this quarter.
- The media/marketing plan submitted for budget consideration for 2014 to address several marketing needs is on hold.
- Strategic Plan discussions are underway, and are likely to expand beyond the summary provided to the Board for this meeting.
- As authorized at the last Board meeting, a new payment processor (Stripe) has been set up to handle some OUSA transactions, as an alternative to PayPal and to Authorize.net. This may be useful in the future for EventReg, or for payments to OUSA through other means.
- **Teams:** To promote the sport in the U.S. as well as to generate a (small) source of income for our MTBO Team, mountain bike map holders are now being sold online through the OUSA website. All proceeds above cost are split approximately 10% to OUSA and 90% to the MTBO Team.

Charlie Bleau and Glen Schorr
Non-Starts Revenue

ORDINARY INCOME (Source: Tentative Year End Financials)

ITEM	YTD	EOY GOAL	COMMENTS
Contributions (un-res, res, maj gift)	\$111,445	\$59,850	Includes \$40K JT gift
Sponsorships	\$22,385	\$20,000	
Fundraising (un-res, res)	\$12,741	\$22,850	
Misc (Ins.fees, Interest, Endwnt, Sales)	\$7,470	\$7,100	
TOTAL	\$154,041	\$109,530	

NOTES:

- Deducting \$40K Junior Team gift, total amount is \$114,041 (104% to budget)
- Annual Fund and appeal to Life Members generated approximately \$43,500 in total donations (does not include Junior Team Gift and Iain Wilson Fund)

Glen Schorr
Executive Director

Note: 2014 goals to be finalized with the Executive Committee in Georgia. This report contains 2013 goals.

Club Communicator

- 2013: one-on-one contact with 47 of our 62 clubs of all sizes. Includes e-mail, phone and personal communication. Many larger clubs have received multiple points of communication with numerous individuals
- Continue to write monthly e-newsletter, regular ONA column and other ONA content
- Reaching out to moderate and smaller clubs in January.

2014 Non-Starts Income

- YTD 2014: \$15,500 in sponsorship agreements [Kentucky Sports Authority: \$5,000, Butler County OH Visitors Bureau (Flying Pig): \$5,000, Choice Hotels: \$3,000 (2013 and 2014 base fees) and SciMeasure (\$2,500)]
- Thanks to Charlie Bleau and SciMeasure for a three-year sponsorship of the Senior Team at \$2,500/year for three years.
- Choice generating approximately \$2,500 in additional annual commissions
- Await word from Rochester (NY) CVB, Colorado Springs (CO) CVB on sponsorship proposals.
- Proposals in progress for IceBug and Delaware Sports Commission

Sponsorship Strategies

1. Maximize current sponsorship partners (Choice, Hertz, Kentucky)
2. Pursue CVB's and Sports Commissions

3. Open new sponsorship opportunities (SciMeasure, Ice Bug, Garmin, etc)
 - GJS to attend January Winter Market w/IceBug and March National Association of Sports Commissions Symposium/Trade Show

Contributions and Fundraising Strategies

- As Charlie Bleau has moved on to Vice President/ Competition, I am looking for a board member to work with on Financial Development.
- Reviewing strategies and programs for 2014

Marketing and Alliances

- Marketing: OUSA's Facebook page providing interesting content in a light-hearted delivery. Currently over 760 individuals like our page (+15% compared to last report) and individual posts have reached over 2,000 individuals.
- Investigating alliance opportunities for 2014.

Day to Day Operations

- Continue to work in close contact with President, Executive Committee members and Director of Membership and Accounting on day-to-day operations.
- 2013 Audit awarded. Audit process beginning.
- Insurance incumbent Loomis & Lapann awarded insurance business for 2014 after extremely competitive RFP.

Professional Development

- Seek input from board for additional professional development opportunities.
- Member of Mentoring Committee of the National Association of Sports Commissions.
- Member of Multi Sport Organization committee of United States Olympic Committee

Travel

- Running Specialty Retailers Show (invited by IceBug) — December 1–2, 2013, Austin, TX
- Georgia Navigator Cup and BOD meeting — January 17–19, Atlanta, GA
- Outdoor Retailer Winter Market — January 22–24, Salt Lake City, UT
- NASC Symposium and Convention — March 31–April 3, Oklahoma City, OK
- Flying Pig and BOD meeting — April 4–6, Oxford, OH