



**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)