



**July 2013**  
**Board of Directors &**  
**Executive Director Reports**

***Peter Goodwin***  
***President***

I have been working on various fronts with the most important being related to by-laws and insurance issues. The by-laws were approved by the Board in May to be sent to the AGM for approval. Since that time, there have been questions about them and I have tried to answer them. There have been insurance issues that I have been working with as well as maintaining oversight for the teams. With any changes, such as have occurred with positive benefit in the Junior Program, there have been issues that need to be dealt with and I have tried to help move things forward.

As might be imagined, there are lots of small issues that I deal with and there are many check requests and funding things that pass by my desk/computer. It is wonderful to be able to send emails with attachments and such instead of typing things out, putting it in an envelope with a stamp and sending it. The bad part (or perhaps good part) is that we all seem to be communicating much more so there is a lot more to respond to. There has been work on the Tahoe AGM and board meeting, there has been work on clubs and what they are doing and there is an attempt to try to keep up with all that Glen is doing.

***Donna Fluegel***  
***Secretary***

**NOW**

Glen and I agreed that we would follow the Canadians and change NOD to NOW (National Orienteering Week) to allow clubs more time to hold events.

Each club that responded with information about their NOW event will receive:

- OUSA membership coupon
- local event coupons
- bumper stickers
- Sport of a Lifetime brochures
- Extra copies of ONA

**ONADigital**

I will be working on the 2013 *ONADigital* issue this fall. 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 and Board Meetings**

I have reserved the rooms for the various meetings. I have coordinated with Robin and we will have everything set up for voting at the AGM.

**BOARD RECRUITMENT**

--I have successfully hogtied all the candidates with terms expiring this year and all are willing to run again (Dady, Pataki, Meehan, me). Seriously, though, all of the board members are wonderful and we are looking forward to another great year.

--I know of at least one person who will be stepping down next year, so if you are interested in running for the board, give me a shout.

***Greg Lennon******Club Services***

- OUSA membership records have been in a hosted database since April. Since the last Board meeting, the main change has been making OUSA membership ID numbers directly accessible to members. In addition, a dynamic (and password protected) report is now online that enables the ONA publisher to directly download all current OUSA/ONA subscriber addresses at any time.
- Third-party insurance issues become secondary to the larger issue involving insurance for clubs (see other Board reports).
- The EventReg registration system developed by Kent Shaw and licensed by OUSA is now in regular use for both national and local. Preliminary tests have been done to allow the EventReg system to verify membership.
- The email distribution system I run that handles the distribution of ONADigital and the (monthly) OUSA eNewsletter is now mobile-device friendly. Additionally, editor access has been expanded in anticipation of future changes on this front.
- Two proposals regarding expanded marketing via videos are in hand and can be discussed at any future Board meeting. Beyond actually making the videos, the key issues are (1) marketing them to ensure they are seen by the targeted audiences, and (2) identifying and working with the clubs and event producers who are interested in having increased attendance at their events.
- A proposal has been received from an online marketing company, following an in-person meeting at their company headquarters. This plan would support a sustained, year-round Media Plan, including paid press releases, in support of team, national, and local efforts. I strongly recommend that this proposal be reviewed for full funding in 2014.

***Board of Directors***

- As the OUSA member participating in the LinkedIn 'Board Connect for Nonprofits' program I have begun an outreach program to give OUSA more access to professional advice when needed on various issues. In this context, I suggest it is better for Board seats to remain vacant than to fill them with individuals unwilling or unable to actually commit the time and energy necessary to be an active Board member.

**Teams**

- This year, for the first time, OUSA will send both a men's team and a women's team to the World Mountain Bike Orienteering Championships in Estonia. As Chair of this effort, I'm encouraged by the great attitude of the team members and the support from the orienteering community for this growing form of orienteering.

**Lou Pataki**

The finances of Orienteering USA remain solid. A complete report of our 2012 results and current status of the 2013 budget will be presented to the Annual General Meeting.

**Looking back:**

Our insurance premium, already about \$1,000 over budget, went up by \$8,647.50 as a result of the years-old miscommunication about "members" and "starts." The membership concern is being addressed by a By-laws proposal to be presented to the membership at the AGM. Payment of the increased insurance cost was authorized by the Executive Committee. Our Executive Director has been looking for possible offsets in other budget items, and it looks as if we may be able to cover this essential increase in insurance costs without a negative impact on the budget and without significant impact to program. Suggestions will be presented to the finance committee and its recommendations will be presented to the Board.

Our successful fundraising in 2012 put us over the limit at which Maryland non-profit organization law requires that we have a "financial review" of our books by an independent certified accountant in any year in which we do not have a full audit. With approval of the Executive Committee an accounting firm was selected and performed the review. They suggested only minor revisions to "adjusting entries" (which assure that items are credited or debited to the proper year). There is no present budget offset planned for the \$2,500 cost of this work. Next year we will have a full audit in accordance with our announced audit cycle, but this extra accounting expense will now have to be budgeted for all non-audit years. The finance committee will continue its internal reviews of the finances of Orienteering USA. These internal reviews are more current than the annual professional audit or review.

Finally, I would note that while our five-month financials show a drop of \$5,400 in unrestricted contributions compared with the same period in 2012, this is an artifact of two early 2012 contributions. We can expect comparable contributions later in the 2013 budget year.

**Looking forward:**

As we enter our 2013 competition season for most of our Team USA squads and begin fund raising for 2014, we will continue our discussion of ways to more clearly show income available for current Team expenses.

The Finance Committee will soon begin the 2014 budget process. As Team leaders and Executive Committees reflect on the past season's performances, I would ask that they reflect as well on their finances for this past season and submit to the Finance Committee (through the VP Competition) their financial needs, wants and dreams for next year. I expect that we will meet the needs, try to assist with some of the wants, and begin to plan for the dreams. All Executive Committee members responsible for budget likes should also plan to submit requests to Glen and me. A firm schedule for the budget process will be forthcoming after the end of the current world competition season.

### ***Frank Kuhn***

#### **Volunteers**

I attended the IOF 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, the IOF Presidents' Council met. Since Peter Goodwin is on the WTOC Open Team and participated in the second day of the WTOC, I represented Orienteering USA.

At the United States National Trail Orienteering Championships at Moreau Lake State Park on May 11<sup>th</sup> I handled Registration.

During the Florida Orienteering Club fall/winter/spring season, I try to attend as many events as possible to work at Registration to solicit new club/renewal members and new OUSA memberships.

#### **Volunteer Strategic Goal**

For the goal, I contacted Greg Lennon on the possibilities of setting up two websites for locating volunteers.

Site 1 would be for locating volunteers in the Committees & Task Forces section of ONA. It would be posted on the web page: VOLUNTEERS NEEDED  
For openings there would be the position title, details on qualifications, experience, who to contact and how (e-mail, telephone number)

Site 2 would be for locating volunteers for upcoming local events. It would be posted on the web page: VOLUNTEERS NEEDED FOR UPCOMING CLUB EVENTS  
For the openings there would be club name, date of the event, location, hours of the event, positions required, registration, trail-o demo set up, front of registration to solicit new club/renewal members and new OUSA memberships, course veters, start, finish, control pickup, who to contact and how (e-mail, telephone).

### ***Maiya Anderson and Bob Forgrave*** ***Starts Goal***

#### **2nd Quarter 2013 Strategic Plan Starts Strategies and Metrics:**

Local starts (sample of 15 clubs):	7,447
A-meet Starts:	2,538

<b>Overall Starts Metrics (Annual Goals)</b>	<b>2013</b>
Local starts:	50,260
A-meet Starts:	8,641

**Status:**

Second Quarter A- and local meet starts metrics

*A-Meets:*

For the 2nd quarter 2013 A meet starts and event days are down compared to the averages of 2010-2012.

- A-meet starts are down (-10.8 %) compared to the 2010-12 Q2 average
- A-meet starts are up (4.9%) compared to Q2 2012
- Event days are down compared (21%) to the 2010-12 Q2 average
- Event days are down compared (25%) to Q2 2012

*Local:*

For the 1<sup>st</sup> quarter 2013 A-meet starts and event days are up compared to the average of 2010-2012.

- Local starts are up (19.1%) compared to the average starts for Q2 2010-12
- Local starts are up (4.1%) compared to Q2 2012
- Local event days are also down compared (- 3.1%) to the Q2 2010-12 average
- Local event days are up (2.1%) compared to Q2 2012

The trend shows strong growth in local meet participation with small to stagnant growth in A-meet starts compared to the last 3 years. We still have work to do; hopefully increases in local meet starts will translate into increases in A-meet starts in the future. But starts are an outcome, not a driving factor. As identified in our January 2013 board report there is a strong correlation between the number of events and the number of starts. This is especially true for A-meet starts. The decline in A-meet event days over the past 3-4 years is troubling.

We need to focus on ways to drive more starts per meet (promotion and accessibility) and help 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. There are 6 meets remaining on the 2013 schedule, with 8+ events in the planning stages for 2014.

**Strategy and Goal:**

- Increase starts at both local meet and A-meet levels by at least 5% annually compared to previous years starts.
  - Actively pursue new groups of potential orienteers
  - 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 2012 to 2011, A-meet starts increased 4.1% and local meet starts increased 12.5%. We exceeded our starts goal for local meets and just missed our goal for A-meets start growth in 2012.

**Other goals:**

- Develop promotional tools for clubs
- Utilize social media and online calendars to get the word out on orienteering and orienteering events
- Facilitate the hosting of more A-meet and local meets

**Updates:**

1. Work on general best practice documents for website to help clubs with meet implementation. Donna Fluegel put out a call to the membership to share best practices early 2013.

2. OUSA social media plan being executed. The OUSA Facebook page was introduced in November 2012. There are over 600 “likes” so far and we have good interest on the site. Thank you all who have contributed in this effort...special thanks to Kathleen Lennon and Donna Fluegel for their continued support.

3. Master Calendar: 2013 A-meet and regional meets have been posted on national online event calendars. Calendars will continue to be updated with additional meets as they are added to the OUSA calendar and by Dec 13 for 2014 A-meets and major events (POC: Maiya).

4. Bob summarized the OUSA A-meet analysis project. This study will help guide a discussion during the AGM in July on finding solutions to our declining A-meet numbers. Conclusions/recommended actions:

1. Re-evaluate the reasoning behind A-meet goals
2. Look for ways to assist local clubs
3. Look for parallel ways for clubs to assist Orienteering USA

**July 2013 Action Plan:**

1. 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. Club leadership contacted to solicit interest in hosting A-meets in future and to discuss rotating regions to host championship. Working with respective committees to obtain bids for 2014 Rogaine, Bike and Trail-O Championships (POC: Bob and Maiya).

2. Develop/revisit our system for scheduling, soliciting and bidding for Championship Meets with the goal of scheduling championship meets earlier in advance. Consider establishing a rotation of championship meets by region (POC: Maiya and Bob).

3. Working to develop a marketing and training promotion to encourage orienteers to introduce new people to local meets (POC: Bob).

4. Meet Promotion (local and A-meet): Develop best practices and checklists. Distribute boilerplate orienteering article to list of event promotion and other relevant websites (POC: Maiya)

### ***Charlie Bleau and Glen Schorr*** ***Non Starts Revenue***

#### **ORDINARY INCOME**

<u>ITEM</u>	<u>YTD</u>	<u>EOY GOAL</u>	<u>COMMENTS</u>
Contributions (un-res, res, maj gift) Fnd Q4	\$19,697	\$59,850	Team USA in progress, Anl
Sponsorships	\$23,041	\$20,000	
Fundraising (un-res, res)	\$8,964	\$22,850	Team USA in progress
<u>Misc sales</u>	<u>\$2,076</u>	<u>\$7,100</u>	<u>Ins fees, interest, endowment,</u>
TOTAL	\$53,778	\$109,530	49% income in, 50% year complete

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

#### **Club Communicator**

- Since the beginning of year had two-way communication with over half of our 62 clubs of all sizes. Includes email, phone and personal communication.
- Continue to write monthly e-newsletter, regular ONA column and other ONA content

#### **Non Starts Income**

##### **Sponsorship Strategies**

1. Maximize current sponsorship partners (Choice, Hertz, Kentucky)
2. Pursue CVB's and Sports Commissions
  - GJS to attend TEAMS Conference (November)
  - Tentative 2014 agreements with Kentucky, Butler County, OH CVB (Flying Pig) and Colorado Springs, CO CVB (RMOC August 2014 A-meet)
3. Open new sponsorship opportunities (Garmin, airlines, etc)
  - GJS conducted preliminary discussions with Garmin's educational division
  - GJS to attend Summer Market – meeting scheduled with IceBug. More meetings to be scheduled between now and AGM. Summer Market a few days after AGM.

4. Airlines category appears to be a “dry well”. Have made attempts with multiple airlines, the latest being Southwest’s SWA Biz program.

#### Contributions and Fundraising Strategies

- Continue regular on-line giving opportunity
- Charlie Bleau and GJS working on 2014 Annual Fund materials. Annual Fund launches with September/ October issue of ONA and runs through the end of the year.
- Provide support to Team USA squads as required.
- GJS working with Marc Balcer (Philadelphia, PA) to establish the Iain Wilson Scholarship for Juniors. Clem McGrath (DVOA) provided initial contact.

#### Marketing and Alliances

- Marketing: With volunteer support, OUSA Facebook page coming to life providing interesting content in a light-hearted delivery. Currently over 600 individuals “like” our page (+13% compared to last report) and individual posts have reached over 2,000 individuals.
- Marketing/ Public Relations: GJS coordinated volunteer, intern and staff efforts promoting Team USA athletes to their home town TV, radio and newspaper outlets. Agreed-upon strategy was to focus on participation, sending results should an individual finish in the top one-third in a final or a relay team finishes in a top 10. At the time of this report media pick-ups include, Ali Crocker (Toledo, OH), Ethan Childs (Burlington, VT), Zac Barker (Southern NJ), Isabel Bryant (Cambridge, MA)
- GJS interviewed by “Sports Travel” magazine. Linda Kohn interviewed by “Runners World” magazine.
- Public Relations: GJS led communication efforts to the orienteering community of Universal Sports Networks coverage of WOC.
- Marketing/ Working with Donna Fluegel to promote National Orienteering Week via local clubs.
- Alliances: Alliance formed with Association of States Games: 2013 events: Sunflower State Games (OK) and Rocky Mountain State Games (CO)
- Alliances: GJS will attend the United States Olympic Committee’s annual Assembly in October. As a member of the Multi-sport Organizations group, this creates an opportunity for one to one communication with these organizations.

#### 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.



- At board request, led workgroup which developed Event Producer document recommending bylaws and policy change. Board has approved this initiative with revisions and it will go to the AGM for a vote.
- After AGM will work with Finance Committee to form 2014 draft budget.

**Professional Development**

- Member of Mentoring Committee of the National Association of Sports Commissions.
- Seek input from board for additional professional development opportunities.