

USOF AGM
August 10, 2007
Colorado Springs, CO

1. Opening of convention – 3:35 pm.
2. Approved agenda
3. Report by the credentials committee
quorum
909 votes
4. Approved election of two certifiers of the minutes – Dick Neuberger PTOC and John Beck EWOC
5. Approved motion to dispense with the reading of the minutes of the previous annual convention and any federation referendums
6. Report from the treasurer by Robin Shannonhouse

See attachment

- transfers come from operating fund
- this is the 2006 year ending, dated 12/31/2006 (not 2/31/2006 as on page 1)
- if any member wants info, e-mail Robin
- overall total was omitted from budget - \$273,275.70

6a. Report from the auditor – not present

7. Budget for 2007 – see attachment

8. Election of officers and at-large board members.

The full slate, including a floor nominee, was elected by acclamation.

Midwest – Eric Tullis, ICO

Alt – Stevan Vaughan, OCIN

Southeast – Jim Hall, COK

Alt – Steve Shannonhouse, GAOC

President (2 year term) – Clare Durand, LAOC

Competition VP (2 year term) – Robert Paddock, NTOA

Program Development (2 year term) – Mike Minium, OCIN

Recording Secretary (2 year term)
Nomination from the floor - Valerie Murray, NEOC

At-Large (3 year term) – Linda Ferguson, GAOC

At-Large Competition (3 year term) – Cristina Luis, TSN

9. Report of the president

We've had a very good schedule of meets in the last year. We had a big effort to revise rules for interscholastic rules. Pleased that we transferred \$15,000 to Youth Development Programs. It's been a great year and he's very pleased at where USOF is now.

10. Report of the vice presidents – The reports are attached.

11. Proposals from committees and board of directors

None

12. Proposals from member clubs

None

13. Questions related to the constitution and bylaws

If we want to change the name "Convention" to "Festival" does this need to be approved by Board? According to bylaws, AGM = Convention. Robin says convention can be called anything you want. Apply for a convention by sending a proposal to Sara Mae Berman and she will send it to the BOD. The title of the activity can be anything as long as it includes an AGM.

14. Questions related to the competition rules

Rolling Rankings – great improvement, but can we work on difficulties because of Sprints? What is status? Clare is expecting a proposal from the Ranking Committee on this for next year.

15. Questions related to competition meets both national and international

None

16. Questions related to USOF publications

None

17. Questions related to the membership situation

None

18. Questions related to membership fees and other financial matters

None

19. Any other business

A. President's Awards

- To outgoing Chairman of Endowment Fund, Mike Fritz.
- To Gary Kraght, Youth Development Fund
- To Donna Fluegel, for stepping up as VP Marketing and Secretary for AGM
- To Robin Shannonhouse for just being there to help whenever needed
- To Linda Ferguson for her support and advice during his presidency from 1999 through 2007.

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B. Silva Award – Betsy Hawes, HVO

C. Clare accepted official USOF scepter (a jaw breaker) and tiara

20. Closing of the convention at 5:20 pm.

2006 Treasurer's Report

FYE 2/31/2006

College Dev Fund

Beg. Balance, CDF	\$1,265.20
Contributions, CDF	\$715.00
Travel Grant, CDF	(\$250.00)
Transfers, ->CDF	\$4,000.00
Travel, WUOC Team	(\$3,518.80)
Fundraising, CDF	\$500.00
TOTAL College Dev Fund	\$2,711.40

Comp Awards Fund

Beg. Balance, CAF	\$2,790.33
Transfers, ->CAF	\$2,000.00
Competitive Awards	(\$3,652.55)
Comp Awards shipping to clubs	(\$25.75)
TOTAL Comp Awards Fund	\$1,112.03

Endowment Fund

Beg. Balance, EnF	\$400.78
Contributions, EnF	\$6,710.00
Endowment Transfer	(\$7,910.00)
Life Membership Dues	\$1,800.00
TOTAL Endowment Fund	\$1,000.78

E-Punching Fund

Beg. Balance, EPF	\$4,763.35
E-Punch rental fees	\$3,195.96
EP Equipment purchased	(\$4,255.33)
E-Punch Shipping	(\$549.20)
TOTAL E-Punching Fund	\$3,154.78

Insurance Fund

Beg. Balance, InsFund	\$76,430.67
Insurance Fees from Clubs	\$22,049.00
Insurance Premiums	(\$31,636.00)
TOTAL Insurance Fund	\$66,843.67

Jr. Team Fund

Beg. Balance, JTF	\$886.45
Contributions, JTF	\$2,830.00
Fundraising, JTF	\$1,590.00
Transfers, ->JTF	\$5,000.00
Travel, JTF	(\$7,260.00)
T-shirts, JTF	(\$281.63)
TOTAL Jr. Team Fund	\$2,764.82

Map Grant Fund

Beg. Balance, MGF	\$4,805.00
Map Grants	(\$1,000.00)
Contributions, MGF	\$10.00
TOTAL Map Grant Fund	\$3,815.00

Map Loan Fund

Beg. Balance, MLF	\$37,849.00
Map Loans Repaid	\$5,800.00
Contributions, MLF	\$50.00
TOTAL Map Loan Fund	\$43,699.00

O' in Schools Fund

Beg. Balance, OSF	\$24,444.73
Books - Redistribution	\$3,042.65
Transfers, OSF->	(\$1,000.00)
Contributions, OSF	\$765.00
TOTAL O' in Schools Fund	\$27,252.38

Operating Fund

Beg. Balance, OF	\$62,841.24
Office Support	(\$10,800.00)
VP Marketing & Committees: ONA	(\$24,253.73)
Postage	(\$1,088.00)
Contributions, OF	\$5,373.00
Club Dues	\$12,220.12
Membership Dues	\$29,027.00
Endowment Proceeds	\$3,014.00
Telephone	(\$1,040.31)
VP Marketing & Committees: Website	(\$1,096.95)
Sanctioning Fees	\$17,018.00
Transfers, OF->	(\$13,000.00)
Dues & Charter	(\$2,210.00)
VP Competition & Committees: WRE Fees	(\$490.00)
VP Club Services & Committees	(\$159.91)
Supplies	(\$1,552.57)
VP Marketing & Committees: Marketing Projects	(\$109.50)
VP Administration & Committees-Other	(\$101.27)
AGM Expenses	(\$150.00)
VP Adm & Committees: Fundraising Expense	(\$1,056.97)
VP Program & Committees	(\$237.38)
Transfers, ->OF	\$300.00
Interest Income	\$9,439.84
TOTAL Operating Fund	\$81,886.61

Program Dev Fund

Beg. Balance, PDF	\$5,680.46
Contributions, PDF	\$50.00
Program Income, PDF	\$184.34
Programs, PDF	(\$33.94)
TOTAL Program Dev Fund	\$5,880.86

Ski-O Team Fund

Beg. Balance, SkiTF	\$5,389.92
Contributions, Ski TF	\$860.77
Travel, Ski TF	\$6,552.50
Transfers, ->Ski TF	\$1,125.00
TOTAL Ski-O Team Fund	\$13,928.19

Sponsor & Mkt Fund

Beg. Balance, SponMkt Fund	\$8,516.10
Sponsorships	\$1,500.00
Transfers, SMktF->	(\$1,425.00)
TOTAL Sponsor & Mkt Fund	\$8,591.10

Team Fund

Beg. Balance, TF	\$9,408.84
Contributions, TF	\$2,690.00
Travel, TF	(\$12,051.15)
Fundraising, TF	\$9,955.21
Fundraising Expenses, FLO Event	(\$2,383.98)
Transfers, ->TF	\$3,000.00
Travel Grant, TF	(\$200.00)
Training, TF	(\$600.00)
TOTAL Team Fund	\$9,818.92

Trail-O Team Fund

Beg. Balance, TrTF	\$210.00
Contributions, TrTF	\$895.00
Travel Grant, TrTF	(\$390.00)
Fundraising, TrTF	\$101.16
TOTAL Trail-O Team Fund	\$816.16

OVERALL TOTAL

\$273,275.70

United States Orienteering Federation
Annual General Meeting – August 10, 2007
Report from Gary Kraght – Vice President for Club Services

USOF changed its insurance broker and insurance company in 2007. Our new broker is Bollinger Insurance, a leader in sports insurance programs. Club event coordinators have commented on how timely and easy the insurance process now is, with most requests handled the same day by email. For the first time, USOF and member clubs now have participants liability, so we are protected from liability claims brought by participants at events. For any insurance questions, contact Stephen Vaughan, USOF Insurance Coordinator.

In 2007, a Junior Development Grant program was inaugurated. To date, \$11965 in grants have been awarded to clubs for a wide variety of junior development proposals. There is still \$3000 available in the 2007 budget, and the grant committee will be asking for more in 2008. Committee members are Janet Porter, Caroline Fleming, Chuck Ferguson, Jim Eagleton, and Gary Kraght – chair.

A new USOF Land Use policy emphasizing environmental issues was approved by the USOF Board and added to the Orienteering and Land Use web page on the USOF website. The page also includes pointers to other resources regarding orienteering and land use. Terry Farrah is the USOF Environment and Land Use Coordinator. Over the next year she would like to identify one or more national land management agencies, such as BLM, USFS and/or NPS, and work with them to formulate a policy for orienteering land use.

Usage of our two map funds, the Map Loan Fund and the Map Grant Fund, was light but not forgotten. City of Trees Orienteering Club has a current map loan application pending. The Map Loan Fund and Map Grant Fund have a current balance of \$50,000, so there is money available for mapping. Contact Linda Ferguson, Map Funds Administrator.

In 2007, all USOF charter clubs renewed. A few clubs are struggling with membership, but it is heartening to see a 100 percent renewal rate. As measured by club starts, orienteering is continuing to grow in the United States, with Cascade Orienteering Club entering the top five in both club starts and club memberships.

Greg Lennon is USOF's new Mapping Coordinator, while Mike Minium continues to provide New Club Support.

2007 USOF Competition Report

Clare Durand, Vice President, Competition

First, I'd like to thank all of the committee members in competition for the support they've given during my years as Vice-President.

NATIONAL TEAMS

USOF had/will have members this year competing at:

World Ski Orienteering Champs

WOC

JWOC

World Trail O Champs

World Masters O Champs

Notable results include Holly Kuestner coming in 9th place for the first leg of the relay at JWOC. Also, our Ski-O team selected almost a year in advance, providing ample training time, and included some new, younger members.

All of the teams are continuing to ramp up fundraising and training efforts, please continue to lend your support. Janet Porter, Junior Team Leader, would particularly like to compartmentalize and delegate more of the Junior support functions. We need people to serve as regional coaches, a national Jr. Fundraising director, and a JWOC travel coordinator.

ANTI-DOPING

Cathy Yekenevicz continues to keep our teams in compliance with IOF anti-doping regulations. We have had some athletes tested, with no violations.

SANCTIONING

The sanctioning committee under Randy Hall continues to do an excellent job of vetting applications and giving useful feedback to sanctioned events to keep as high a standard as possible. Many bids for 2008 will be decided this weekend. We are still in need of a bid for the 2008 Classic Championships.

RULES

Once again the most significant rules change affected the intercollegiates. Scoring changes passed last year were deemed to create a biased system and a new scoring system was put in place. If you notice problems or have questions about the rules, please contact Rules Committee Chair, Steve Shannonhouse. Please note that the sooner rules issues come to our attention, the more likely that they can be refined prior to the next affected event.

ROGAINE COMMITTEE

The rogaire committee has recently changed chairmanship, with Barb Bryant taking over for Brad Hunt. The committee is working on sanctioning a potential bid for the 2008 US Championships.

RANKINGS

Our rankings committee continues to do a superb job of providing up to the minute rankings and refining the ranking rules to better serve our members.

COACHING

Bob Turbyfill, chair of the coaching certification committee, has now provided his coaching clinic at a number of forums with more scheduled into the future. We are greatly increasing the number of USOF certified Level 1 coaches and expect to have some Level 2 coaches certified very soon.

Bob also instituted the new Navigation Certification program to encourage Juniors and others to strive for specific performance standards. The program is also intended to encourage coaching and coaching certification.

COURSE CONSULTING

Elis Eberlein resigned as chair of the course consulting committee after many years of dedicated service. Thanks for all of his support. I am currently working on filling this position and welcome any referrals.

***Support our USOF Focus!
Help to increase training and competition opportunities for
Juniors.***

Marketing orienteering

A report to the 2007 USOF AGM

Jerry Rhodes, Vice President Marketing

Introduction

First, I would like to apologize for failing to participate in any of the USOF board meetings this year and last. I had hoped to be able to attend two meetings this year, including the AGM, but career and family issues have made it impossible to travel this year. For example, this Saturday (is my daughter's wedding.

This report is not based on any information generated at a board meeting. Rather, it comes from my own actions, discussions I've had with orienteers from around the country (both in person and by e-mail), observations at the limited number of meets I've attended outside my immediate area, my professional experience with marketing communications, and the marketing efforts of my own club.

If observations miss the mark for other clubs, or if other clubs have effective marketing strategies in place already, I'd like to thank you for your efforts. I'd love to hear about them so that we can share your successes with other clubs.

Our situation

As individual clubs, we are working hard to reach the public, probably harder than we should. There are several reasons why our efforts do not produce as much as we'd like. These reasons are not exclusive to USOF. In fact, many are true for every organization and business, and why there is a career for communicators.

- Our marketing efforts are piecemeal. We have no overall approach and framework for marketing. We don't have a basis for making marketing decisions. Our efforts are exclusively dependant on the activities of the individual clubs, with varying degrees of experience and success.
- We focus primarily on the needs of our members, and less on the marketplace of potential participants. We focus on committed, competitive orienteers, and less on the needs of the newcomers and beginners. Our schedules, the way we run our events, and our language of the orienteering insider, even when we are speaking to non-orienteers.

We need to understand those we are trying to reach, speak to them in their language, and address their interests rather than on our own. We may not need to change anything that we do, but we cannot make that judgment if we do not know our market.

- Our marketing efforts are primarily focused on the free media. This media is not very effective and is becoming worse. In my own area, for example, the very week that the major daily newspaper wrote a series of articles on the obesity epidemic, it dropped

coverage of outdoors activities in its community calendar to free up space for more coverage of video games.

- We speak to the media and to the public using our own, insiders' language, rather than language they understand. Reporters don't have the same degree of excitement about orienteering that we do. We must reach them on their terms and understand the needs of their publications, rather than expect them to come to us on our terms.

2006-2007 successes and initiatives

We have had some successes at the federation level. However, I must acknowledge that these successes have been sporadic, rare, and typically at the initiative of the media, rather than of USOF.

Recently, for example, we've been contacted by *Popular Mechanics* magazine, which is planning a list of on the things you should know.

Human Kinetics, a publisher of textbooks, has also contacted us. They would like to update and Americanize the *Teaching Orienteering* book. (I have a full, separate report on that contact: "Human Kinetics proposal.doc.")

Our initiatives this year include:

- Donna Fluegel and Cristina Luis have taken the lead to develop a survey of active orienteers. A survey of this nature is necessary to provide potential sponsors with the data they want about how our participants fit into their market. Donna will address this further.

We've identified a free resource that can provide some general trend and demographic data about outdoor recreationists. The *Outdoor Recreation Participation Study* published by the Outdoor Industry Foundation in 2006 can be an effective tool for seeking sponsorships. It can also be helpful in preparing testimony to encourage land managers to be more flexible in their policies toward orienteering.

See http://www.outdoorindustry.org:80/research.php?action=detail&research_id=27

- We've reached out to land managers. USOF members and members of the board have participated in national forums on outdoor recreation, including those sponsored by the National Park Service, U.S. Forest Service, and American Recreation Coalition. Our members have provided technical expertise to public land managers for recreation-enhancing programs. (See <http://www.funoutdoors.com/files/Troutdale%20Regional%20Report.pdf> and "NPS Statement.doc.")

(One example of individual effort in Oregon: Paul Guthrie, a member of CROC and ORCA, helped the Oregon Department of Parks & Recreation identify the latitude and longitude of trailheads in the state. The department will use the information Paul provided to set up a Web site of all hiking trails in the state regardless of land ownership, particularly those within easy reach of urban areas.)

Trends

Changing face of communications

We've all experienced the pain of trying to reach the public through the outlet we all can afford: the free media. News media coverage ranges from poor to nonexistent in its orienteering coverage. A one-line calendar item and a feature story once every couple of years is typical.

Traditional media is even worse in reaching young people who are adept with electronic communications, but may never read a newspaper (much less find the fine print where our events are listed).

We've taken some steps to reach young orienteers through Attackpoint.org. But we need to explore alternative forms of communication to reach those young people who are not already committed orienteers.

We are not alone in trying to feel our way into this medium (or media). Other outdoor recreation groups and even US land managers with recreational responsibilities are uncertain how, or where, to proceed.

No child left outside

Many are aware of the disturbing trend described in Richard Louv's book, *Last Child in the Woods*. Louv describes a phenomenon endemic in the youngest generation of Americans: nature deficit disorder. Children growing up secluded from everyday, unregulated exposure to nature are paying the price with negative effects on physical and mental health. As Louv describes, the epidemic of obesity among young people has grown at a time when children have greater access to organized sports than any previous generation. What is missing is exposure to and play in nature. (See also "The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds," American Academy of Pediatrics Clinical Report, *Pediatrics*, January 2007. playFINAL.pdf.)

I attended the "Reconnecting Youth with the Outdoors" conference in Troutdale, Oregon, sponsored by the National Forest Foundation and the American Recreation Coalition (see also "Reconnecting Youth – Troutdale.doc"). Attending were eight students from Benson High School in Portland. These young people confirmed Louv's observations. They said they had no introduction to the outdoors until sixth grade outdoors school. They expressed fear of the dangers of nature. They were afraid to go outside in their own neighborhood. Even if they could overcome these fears and obstacles, they didn't know what outdoor recreational opportunities are available, and they didn't know how to find out.

(These young people are not confined to a strictly urban environment. Portland is one of the nation's best cities for outdoor recreation. Every resident has easy public transportation to the largest natural urban forest reserve in the U.S.)

I also spent time with staff of the Multnomah Education Service District Outdoors School, which operates the sixth-grade weeklong residential camp as well as other environmental education programs in the Portland area. They are very aware of "nature

deficit disorder,” and very much want to collaborate with organizations like USOF and CROC to help spread their message throughout the schools, and to help teachers back in the classroom continue the important lessons students learned in outdoor school.

Recommendations

There are steps we can take, as a federation, as clubs, and as individual orienteers.

To improve our marketing, we should:

- **Make every orienteer a marketer.**
 - Encourage orienteers to speak to non-orienteers using the language of hiking, running, and nature, whatever their interest is, rather than orienteer’s language of reentrants and relocation.
 - Learn an “elevator speech:” a quickie explanation of what orienteering is you can deliver in one minute, while speaking their language, to their interests, rather than your own.
 - Offer a taste of orienteering in different venues. Help local park districts with their special events by offering a mini “treasure hunt” using maps. Offer constructive alternatives to park managers that are dealing with the phenomenon of “social trails” left by geocachers.
 - Don’t treat GPS as a naughty word. Do something to attract this group to orienteering events, and maybe some "Real Navigation" will wear off on them.
 - Help with adventure races. Offer a special navigation class for participants in this growing sport.
- **Utilize the existing free resources about the demographics of outdoor recreation enthusiasts.** Find out what people like to do, then build our messages accordingly. For example, if 90 percent of the people like hiking, but few are into hardcore off-trail running, then most of our general marketing efforts should focus on this aspect of the sport and reserve the messages for woods runners for marketing efforts targeted specifically for them.
- **Find out more.** We haven’t found a free resource that gives us the information we need to market effectively or to eliminate the barriers to participation. In general, we don't know what people look for in an outdoor experience. What makes them want to participate? Where do they get information? What keeps them from participating? A survey can find this out. (See example from Texas: <http://www.rpts.tamu.edu/TPWD/scott.pdf> .) Josh Williams, of the San Diego Orienteering Club, does this kind of research professionally for parks and recreation departments. We should ask Josh to estimate what a survey would cost, appropriate funds, and seek competitive bids. While it is likely that this would cost more than the USOF marketing budget has been, for want of a marketing plan we have under spent the budget for at least the last two years.
- **Systemize publicity.** Nationally, we should commit resources to develop a system that could generate press releases regarding top finishers at all sanctioned

championships, and make these releases available to the finishers' home clubs for distribution to appropriate media outlets. If we have the expertise of someone who works with SportIdent and other databases, we could merge this information electronically. We should also consider providing resources to reimburse clubs for the mailing cost of these releases.

- **Continue and expand idea sharing** within USOF. This year two e-mail discussion groups were developed. We have a group for club marketing coordinators and a discussion group and resource database for club newsletter editors. Both groups exist to help club volunteers share best practices and resources for internal and external club communication. Both could be a lot more active than they are.
- **Explore alternative forms of communication.** We need to reach young people. Those who understand Attackpoint, MySpace, and YouTube should help us figure out how to get our message into these media.
- **Pursue partnerships.** Other organizations face the same challenges and barriers we face: few resources, few volunteers, lack of knowledge how to reach the public at large, and growing challenges reaching youth. At the recreation forum, speakers repeatedly begged for greater cooperation between organizations with similar missions. It is tough, when limited volunteers make it so easy to focus internally. I believe, however, it is worthwhile to keep up the struggle and pursue these partnerships even when they don't respond as quickly or as wholeheartedly as you'd like.
- **Lend a hand.** We should expand our federation's commitment and encourage clubs and club members to be actively involved in city, county, state, and federal parks and recreational planning. We should not only promote orienteering on these lands, but also offer our skills to support these agencies' overall mission. People, including bureaucrats, look favorably on those who have given help. For example, a new 1,800-acre state park recently opened near the Portland metropolitan area, with potential for orienteering. It would be beneficial to the Parks and Recreation Department, the local search-and-rescue department, and to the orienteering club to seek a grant to map that park for rescue, general recreation, and orienteering purposes.

Get the last child into the woods

I want to address the nature-deficit problem specifically. USOF's efforts to expand youth orienteering are commendable and appropriate. However, if this trend is unchecked, our work to reach young people will become more and more difficult. We must, as an organization and as individuals, do more to reverse the trend. We must find ways to help children younger than adolescents, even younger than primary school age.

We cannot do it by focusing strictly on our own sport of orienteering. The problems documented by Louv and others stem from lack of *unrestricted* play in the outdoors. Although competitive orienteering is less regimented than, for example, soccer, it can't substitute for self-directed play.

As individuals, we can work in our communities to promote open spaces and the opportunity for free play in nature. We can urge our schools to support recess and formal physical education. We can offer our skills as orienteers to help promote environmental education. We can help provide age-appropriate tools that help teachers to use the skills and knowledge of nature to teach the lessons that the states and federal governments have mandated. We can slip small pieces of orienteering into all these areas. (See “Go out and play: Why parents don’t say that much anymore, and why they should,” published in *Vancouver Family Magazine*, July 2007. “Go out and play Draft.doc.”)

(For other ideas, check out the Children & Nature Network Web site, www.cnaturenet.org.)

As orienteering clubs, we should look hard at our offerings in orienteering to assure that we provide continuity from Sting-O and map-directed wanderings of the very young, right up through internationally competitive orienteering. This need not detract from what we are doing now, nor threaten high-quality competition. Certainly T-Ball does not diminish Major League Baseball, and it provides an important early entry into the sport.

We should offer forms of orienteering that are less competitive and more focused on the exploration of nature that children now lack.

We should consider adding guided orienteering for those who fear being alone and inexperienced in nature.

As a federation, we should work to get nature—and orienteering—into every classroom.

Chris Cassone has described orienteering instruction he observed in Scandinavia. At a very young age, he says, they start with simple maps of the classroom. We can help teachers do the same thing. Perhaps they may never have a desire to teach orienteering or even to try it. But they may be very grateful for new, fun things to help them with the curriculum they must teach.

We should pursue partnerships to get lesson plans—from tools for teaching toddlers to actual coaching at the competitive level—into the classroom. We should continue our discussions with Human Kinetics and with National Geographic Maps.

And finally...

This winter, I was between jobs and able to devote more time to an event with community-wide marketing potential. The experience gave me renewed appreciation for the enormous amount of effort that’s necessary to organize and produce a single event. My head aches to think of how much work is really needed to build an entire federation.

As a result, I have concluded that USOF must develop a plan to have a full-time, paid staff by 2009.

I don’t know whether that staff would be a full-time executive director, or a general manager or administrator under the supervision of the executive director or president. But the options and the possible funding sources should be explored and reported at the next AGM.