



## UPA Annual Meeting 2002

January 19-21 2002

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### **Present:**

Jim Parinella, President, At-Large Representative  
Kate Bergeron, Vice-President  
Mike Baccharini, Juniors Director  
Jill Blutt, Webmaster  
Paul Bonfanti, Treasurer, Mid-Atlantic Representative  
Kurt Dahlenburg, Board, South Representative  
Will Deaver, Asst. Director, Championship  
Lyn Debevoise, College  
Jennifer "JD" Donnelly, Board, At-Large Representative  
Mark Goodman, Marketing  
Joe Gorman, Asst. Director  
Joey Gray, Executive Director  
Dennis Karlinsky, Board, Northwest Representative  
Steve Mooney, Alumni Director  
Tim Murray, Board, Central Representative  
Tommy Proulx, Board, Northeast Representative  
Dave Raflo, Open Director  
Dave Remucal, Board, At-Large Representative  
Dan "Jello" Revelle, Secretary, Southwest Representative  
Joe Seidler, Board, At-Large Representative  
Henry Thorne, Board  
Chester Wheeler, America's Teams Marketing  
Grant Wise – Hawaii  
Bill Wright, WFDF

### **Absent:**

Jen Christiansen, Mixed Director  
Melissa Ditz, Women's Director  
Pete Giusti – Master's Director

**Next Meeting:** January 2003

### **Presentation - America's Teams Marketing - Chester Wheeler**

- 60-90 days after funding, around May-June for online reservation for events
- USOC does not want us to use their brandname, so we would be designing our own.
- They are working to continue to understand the functions of the NGB's.
- Will work with Scholastic magazine to get parent and kids involved.
- Are working to get a Sports Aptitude Test in place so that parents will know 5 sports their child has the aptitude to do well in.
- His group makes their revenue from membership signups and a dollar per click sort of service charge – 1 million members x 7+ events per year = substantial revenue.
- They will be having a Chief Technology Officer on board in the near future.

#### **Questions:**

What are the actual costs in the contract with Chester Wheeler/America's Teams Marketing? Is there really a dollar cost per transaction (sign up for an event)?  
What are the exit options. We are not currently under contract.

### **Review of Strategic Planning Retreat- 2001** – Jim P.

- This takes place every 3 years. Discussed goals, what is important, how we should behave.
- Developed Mission Statement, Vision statement, Charter and Values Statement.
- Discussion of Statements

### **INTERNATIONAL** – Jim P.

1 – UPA and WFDF – Role of International Director. Bids should be submitted through the UPA.

2 – Team Selection – UPA shouldn't spend too many resources on team selection. Character, skill, and representation should all be factors.

3 – UPA support of teams – UPA should provide administrative support, and perhaps help with targeted fundraising

### **GROWTH AND OUTREACH** - Joe Gorman

- Insurance prices have increased to \$2.38/person for \$1 million in insurance. Some municipalities (St. Louis) are beginning to require \$2 million, but that cost is exorbitant.
- Women's packets have been sent out. Videos are an incentive for applications to be sent back in. No women's groups have sent theirs back in yet.
- 120 Juniors in a Junior league in Cincinnati.
- Total sanctioned events – 76. 75% of the practices were for championship teams.
- People sanction with us because of loyalty and because they do not have insurance of their own.

Discussion of how to make waiver process easier. IT process could improve the efficiency. What can be done to increase sanctioned events? How can we work better with local organizations

### **Juniors** – Mike Baccarini

- Don't have to sell anyone on the wisdom of working with the Juniors. We really need to do some things for them. They will be adult members, and the revenue potential is there.  
-Mike is overwhelmed by the emails and the amount of work that is to be done. We need to find a way to corral this:  
Give a push to starting leagues.

- 1- Need a championship structure
- 2- Help solving liability issues
- 3- Need help coordinating events.
- 4- Need to corral and organize volunteers.
- 5- Direct energies in ways newsletter is not currently addressing.
- 6- Needs access to centralized info.
- 7- Cannot necessarily have a championship series like all the other levels do
- 8- There is a liability in access to information – which makes web-based databases a problem.
- 9- Create a full-time position at HQ, for the Juniors division.
- 10- Task force to explore these issues.

Actions:

Have Juniors send in info to be printed in the newsletter, for the time being.

Comments:

Discussion of how to pay for a Juniors staff person. In the long run the position could start to pay for itself. There is a need to do something, because we are on the verge of explosive growth in Juniors.

**Parents/Alumni/Fans** – Steve M., Alumni Director

– What is an alum? Who are the alumni?

-Do we lower the barrier to membership?

-A few loyal sanctioned events, championships, etc., drive membership.

-Discussion of benefits to offer alums, and what alums can offer the organization. How do fans and parents who have never played fit in?

**Innovation Grants** - Joey:

We got a new volunteer to handle this area. We awarded 2 grants this year. We hope to get more applications this year. We are awarding up to \$2,000 this year.

**Spirit of the Games Fund:** - Steve M.

There is a group of us who would like to endow this award. It is meant to celebrate the spirit of the game to somebody who embodied that when he was alive – Peter Faragher award.

Spreads the kind of good will that is our goal.

**Sanctioning:** - Tommy

- Need to add value.
- Reduce the hassle associated with being sanctioned by the UPA.
- Will gain increased visibility and growth.
- Should the UPA try to facilitate a national meeting of local organizations?

**UPA Championship Series:** - Will Deaver  
170 Regional and Sectional Coordinators, nationwide

Had about 12,600 players in the 2001 Championship Series – About 1,000 of them were not members, and they are required to be. Those 1,000 people are primarily in College and Women's.

60% of our members only play in Championship Series.

Quality:

- Communications improved
- Consistency improved
- Rostering & Membership Tracking
- Double-dipping – was a big issue – this would adversely affect the competition  
Focus on real growth rather than artificial means.
- Championship tournaments – quality of the organization, and information availability and satisfaction of the participants was much greater this year.

Discussion of roster deadlines and ways to improve efficiency.

Discussion of at-risk sections.

What is the purpose of the different divisions?

**College – Lyn**

College is at a crossroads. Growth pains may be starting soon.

Off field behavior problems impacting relationships with athletic departments and others.

College scholarships – what is our policy opinion?

Who is the college division for? Who is Nationals for? Should the UPA be involved in more than just the college series?

Getting a lot of growth for the UPA from College division. Tie that in with Junior's growth.

Running Club Nationals from HQ last year for the first time.

Took a lot of HQ's time and effort, but would be easier next year and it was a lot cheaper.

Rules – Just passed the 10<sup>th</sup>.

Want to have an annual cycle of rules review.

Implementation of the 10<sup>th</sup> is the big issue.

**Disc Standards**

Contract with Discraft recently expired. Was a sponsorship deal.

Members can get a discount and the UPA gets a small dollar amount per disc.  
This is the UPA's most significant long term sponsorship deal.  
Also the standard's issue – the disc is important to the game.  
Official disc is written into the rules.  
What if player's want a different disc?  
What are the risks to the UPA of being so tied to a single manufacturer?

Kate recommends a one year contract extension with Discraft while working on an RFP for other manufacturers and looking into getting other discs meet official standards.  
Recommends site visits of the 3 big manufactures and also getting some sample discs from discraft to see how their discs are meeting current standards.  
Possibility of us selling Discraft's misprints at a reduced rate.  
Have a tiered system - possibility of naming discs as "Approved" or "Official".  
Need to protect ourselves against the possibility that Discraft might have quality problems.

UPA interaction with the NCAA or other governing bodies or other Games, Organizations or Divisions.  
How do we categorize what we want to work with and what would be a waste of our time or money or worse?  
Do we want to get Ultimate into other events, or concentrate on owning our own events and making them better.  
Ideas that come into the UPA need to be met with a standardized response that put more of a burden on the suggestor to save time for HQ.

#### **Worlds – Grant Wise, HUI**

116 teams from 24 countries playing at a new soccer complex overlooking Pearl Harbor – 20 minutes from Hotels on Waikiki.

Early budget is looking good.

PR person is new to ultimate and HUI would welcome help with PR.

They want from the UPA, help with: Volunteers, Media, Insurance, Sponsorship, Host Bid, Other

Looking for a PR person – this would be a paid job. Compensated from merchandise sales.  
UPA should try to hook in some PR along with World's – great location

#### **Budget – Paul Bonfanti**

20k of 2001 member dues is a one time shot due to the membership expiration roll over.

2002 budget is based on 10,000 members – which is the number that expired Dec 31, 2001.

The 3700 or so members that did not expire (are good through the end of 2002) are not counted in the 10,000 or the 368k Dues number.

Sales of merchandise out of HQ has been outsourced, but Nationals merchandise is now counted.

Cash on hand 215k in checking/savings. 35k of other less liquid assets. 120k of that is deferred revenues. About 4k in accounts payable.

#### **Fundraising – Joe Seidler**

Suggest goal of 15k (3x 2001 amount minus World Games)

Getting grants. Getting a grant writer.

Could also approach parents and family of players. Need to get names and addresses from the members.

Also alumni and current players.

Suggest a fundraising task force. Could set donation/membership levels.

This would be separate from an endowment, which would be a good but separate idea.

### **Sponsorship – Paul**

Both companies that have a vested interest in the sport (Gaia, Discraft, etc) vs others that are used (Addidas, Nike) vs. companies like Target, Sun, etc.

Actual Board interest (as seen in budget) by the board has been low. Monies have been one shot deals. Would help to know Nationals location 12+ months in advance.

Marketing kits, media focus, prepackaged info from HQ. Use a relationship with the leagues to get us and sponsors into major markets. There is a sponsorship section on the website.

Members meeting is now closed.

Meeting adjourned for the night.

Sunday 8:45 AM Board Closed Session

### Officer Election:

President – Kate

Vice President – Dennis

Treasurer – Paul

Secretary - Jello

Finance Committee – Paul, Joe, Kurt, Henry

Nominating Committee – Jim, Henry, Jello

Liasons (with Admin)

Juniors – Kurt

Sponsorsip/Fundraising – Joe

IT - Paul

***“We propose that the Chair of Nominating Committee is only required to be a member of the BOD. The Chair maintains the specific responsibility of training new board members.”,***

Bergeron

**APPROVED** 12-0 (6:20 pm)

Sunday 8:15 PM Open Board Meeting

***“The Purpose of the UPA Championship Series***

***The purpose of the UPA Championship Series is to provide UPA members a framework for quality competition for locally-based teams and to serve as a vehicle for the promotion and support of the sport of ultimate. All levels of the Series share certain principles, but the***

*focus changes as the series progresses from one of participation and inclusiveness to the crowning of a champion and the showcasing of the sport at its best.”*, Revelle (Murray)  
**APPROVED** 9-3 (Parinella, Bergeron, Thorne opposed)

***“The Purpose of the College Division***

*The purpose of the College Division is to provide UPA members who are pursuing a post-secondary degree access to a college-specific championship series. Teams shall consist only of students from a single school or recognized consortium. Players should not have significant post-high school ultimate experience.”*, Donnelly (Revelle)

**APPROVED** 12-0

***“The Purpose of the Juniors’ Division of Championship Series***

*The purpose of the Juniors’ Division is to provide high school students through single-school based teams, the opportunities available to other UPA members through the Championship Series.”*, Donnelly

**Tabled** 9-3 – Board supports, but returns to Admin for rewording

***“The Board recommends to Administration the creation of the Peter Farricker Spirit of the Game Award to be given annually on an individual basis to a player in the Open Division.”***, Donnelly (Remucal)

**APPROVED** 12-0

***“In the interest of encouraging growth in the College Division, the Board proposes to allow the Administration the limited ability to reduce the membership rates for players at new schools.”***, Bonfanti (Donnelly)

**APPROVED** 12-0

***“We propose to adopt the proposed college eligibility rules for use in 2003”***, Remucal (Murray)

**APPROVED** 11 – 1 (Bonfanti)

***“Beginning in Spring 2007, participation in the UPA College Series is limited to players who have competed in fewer than 4 post-high school UPA Championship Series Years. Participation is determined by the player’s name being included on a roster for 1) any UPA series (allowing for the current juniors rules) or 2) initial membership in a national ultimate governing body. Players are allowed five years (or ten semesters) in which to exercise four years of eligibility. Prior to Aug 1, 2002 the UPA shall amend or rewrite the college eligibility rules to reflect this change.”***, Parinella (Bergeron)

**TABLED** 7-5

Let the minutes show that the Board refers this issue to the Administration for further investigation. The Board will vote on this issue at the next annual Board meeting.

***“The Board authorizes that an additional \$40,000 be spent on Juniors Ultimate in 2002. This expense is not fully balanced on the income side but is an investment in the future of our sport. The Board instructs HQ with Board support to determine the deliverables of this***

*investment by 2/28/02. These deliverables will need ExComm approval to retain the \$40,000 investment.”*, Thorne (Revelle)

**APPROVED** 12-0

*“The Board directs the administration to develop editorial policies for all UPA publications, print and electronic, that are appropriate for all age groups by 2/15/02.”*, Donnelly (Proulx)

**APPROVED** 9 – 1 – 2 (Parinella opposed. Karlinsky and Remucal abstain)

*“We propose to approve the 2002 Provisional UPA Budget”*, Bergeron (Bonfanti)

**APPROVED** 12-0

Adjourn for the night at 1:22AM

Start back up at 9:00 AM

*“The Board directs Administration to look at the feasibility of using electronic distribution of newsletters to convey information to its membership within the guideline of the existing bylaws. Administration shall report back to the Board by 3/30/02”*, Karlinsky (Remucal)

**APPROVED** 9-1 (Bonfanti opposed)

*“The Board directs Administration to investigate the GAIA proposal and return to the Board a list of clarifications, pros and cons and possible alternatives in a timely fashion.”*,

Bergeron (Remucal)

**APPROVED** 9-0-1 (Proulx abstains)

Board Priorities

1. Juniors
2. Fundraising
3. IT
4. League and Club Affiliates
5. PR and Newsletter Revisions
6. International
7. Merchandise

Committees, Task Forces and Liaisons

Standing Rules Committee – Tim

Conduct – Jim, Kurt, Dave Rem

HQ Relocation – JD, Matt Healy

America’s Teams – Henry, Dave, Paul

Fundraising – Joe, Dennis

Club/League Affiliate – Tommy

Juniors Task Force – Kurt, Tommy, Joey, Michael Baccharini

Championship Series Liaison – Jim

Meeting Closed 11:11AM - Monday