

## **Saturday/Sunday, November 3-4, 2012**

Face-to-face meeting in New York, JFK Airport, Hilton Garden Inn Hotel

Times: 09:00-19:00 (**Saturday, November 3**); 08:30-17:00 (**Sunday, November 4**)

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### **Saturday, November 3, 2012**

#### **Board members present:**

Robert "Nob" Rauch (NR), Thomas Griesbaum (TG), Sandie Hammerly (SLH), Simon Hill (SH), Patrick van der Valk (PvV), Jack Cooksey (JC), Brian Gisel (BG), Ryan Scott (RS)

Attending by Skype: Kate Bergeron (KB)

Also attending: Volker Bernardi (VB, Executive Director, non-voting), Ryan Purcell (RP, Athletes' Commission, non-voting)

Moderator: Dr. David Barkan (DB, on Saturday)

#### **Board members absent/excused:**

Fumio Morooka, Michael Hu

#### **Call to order at 09:04**

#### **Report by the President**

President Rauch welcomed the Board members present and gave an overview of the agenda for this meeting.

#### **Ultimate Committee Updates**

##### **WUCC 2014**

Ultimate Chair Hill reported that the contract for the event yet has to be signed. The draft looks good but lacks proof of meal and transportation plans satisfying the needs of so many participants. WFDF has revised several provisions regarding merchandising and is in ongoing discussions with Tournament Director Max Vitali who is concerned about the impact on his budget and so Volker is working through a list of items which he wishes to discuss. The date of the event is set to be 2-9 August 2014 and unfortunately the date is not flexible as per Max due to local holiday availability of services.

TOC has proposed upward of 160 teams participating in the event given the number of fields. WFDF has requested that they do not exceed this figure.

Si Hill expressed concern that the date might have conflicts with the USAU schedule which could result in fewer teams from USA attending the event. Based on information recently released by USA Ultimate, the top USAU teams will have to play US Open during the week of 4 July 2014, and we believe that USAU would like to invite several other elite international teams to participate. USA teams will also face three mandated events between May and August. By providing 20 months advance notice, we are

hopeful that it will be feasible for USAU to schedule around the WUCC dates. It was noted that USAU has expressed a preference that WFDF summer events occur before June.

WUCC 2010 in Prague had 136 teams, so this will be the largest World Championship ever. We looked at alternatives and tried to see about perhaps separating out certain divisions of play, but no potential host was interested in bidding for split events. The site in Lecco (Italy) has all fields in one place on a very good grass surface, but there is limited infrastructure onsite or nearby. Transport to the fields from the housing will take 30-45 minutes approximately, and onsite food service will have to be established through a separate vendor. It was agreed that it is essential that TOC clearly demonstrate its ability to provide appropriate meal and transportation services before proceeding with the event.

On the merchandising plan, WFDF is requesting more control over the selection process of the official merchandiser but agrees that the needs of the TOC must be taken into consideration. The share for WFDF from the official Merchandiser will remain as outlined in previous contracts with the balance going to support the event budget. It was mentioned that the income from the official merchandising contract should be much higher than the amount that is currently budgeted based on a projection of more than 100 teams.

Action 1: Resolve open questions on Transport, Accommodation and Meal Plan (SH/VB).

Action 2: Get list of open issues on contract from Max (VB).

Action 3: Finalize contract by dealing with open issues on merchandising and sponsorship (VB).

Action 4: Inform USAU on the new dates asap (SH).

### **Continental 2013 (PAUCC, AOUC, ECU)**

For AOUC 2013 WFDF has received three bids: Singapore, Australia, and Philippines. The date for Australia and Philippines would be in November 2013 but Singapore proposed a date in early August just after the World Games which would result in minimal impact as there are only 14 participants per nation from AUS and JPN (13 athletes and 1 coach). Australia did not present a budget with its bid which we need in order to consider it. The bid from Singapore looks good and the support from the Singapore Sports Council could be great. Singapore has also secured good fields. Si Hill reminded the group that WFDF will need a representative to support the event and possible candidates were discussed. The Ultimate Committee needs to review the bids and make a proposal to the Board.

Action 5: Make sure a representative from the region will support the preparation and organization of the event. (SH/VB/MH/FM)

Action 6: Have the Ultimate Committee review the bids and make a recommendation to the Board. (SH)

Action 7: Get back to the three bidders informing them on the decision asap. (VB)

The bid for PAUCC 2013 by Panama was withdrawn as they apparently thought that they were bidding for PAUC, a much smaller event than the club championship. WFDF will have to make further efforts to find a host for this event.

Action 8: Contact potential hosts and key persons from USA, CAN, COL, VEN, DOM and ask them whether they would be interested in bidding. Call USAU (NR), DOM (VB) and COL (SH).

The agreement on ECBU has been signed and there is a strong interest with regard to participation. The official website was launched today with a large focus on the live event and the use of one single information hub with a social media tagging. A search is currently underway for sponsors for various components of the event including onfield scoring, highlights/live broadcasts. In general sponsorship will be managed by BULA, not by LOC. BULA also is in control of media, LOC contacts local media.

The agreement has been signed assuming seven divisions and they have more Masters divisions than non-Masters). BULA expects 48 teams minimum but hopes 60 teams will participate. BULA wants to get several new countries to participate, including Turkey, Bulgaria, and Moldova. All of these would have to apply for WFDF membership. Portugal already plans to apply soon for WFDF regular membership.

Action 9: Announce WCBU by sending Press Releases, set up the respective news on the website and post on social media asap. (PVV, VB)

Action 10: Contact potential federations to apply for WFDF membership (Turkey, Bulgaria, Moldova). (PVV, VB)

### **U23s 2013**

Action 11: Make sure that from 1 January 2013 there is a consistent flow of information via BG Gisel on the event. (SH/VB)

Action 12: Inform TOC on Congress to be held in Toronto. (VB)

### **World Games 2013**

WFDF has briefed participating countries on the event and sent all necessary documents to IWGA and CLOC. IWGA has confirmed athletes and officials quotas.

WFDF will have 15 officials (6 team coaches, 1 TD, 1 ICT, 7 competition officials such as a Photographer, TRG chief, SOTG head). The President and Executive Director have separate invitations.

Brian Gisel reminded the Board that the uniform rules and compliance must be signed off by WFDF before the uniforms are produced. Bernardi stated the Organizers in Cali (CLOC) had been sent a complete set of new documents by the given deadline and IWGA and CLOC have confirmed that these are satisfactory. WFDF still waits for the formal approval of the schedule. CLOC has a new structure in the sports department. Jorge Soto heads the department and there are three new officers responsible for the various sports.

Action 13: Prepare list of WFDF officials to be sent to the event. (VB, BG, SH, RB)

Action 14: Identify scoring system to be used. (VB, MM)

Action 15: Identify ICT to work for TWG. (VB, MM)

## Rules

A new set of rules has been drafted by the Rules SubCommittee. Most substantial change is the loss of one second on stall count. Rules chair Rueben Berg discussed any “controversial” items with the USAU Rules Committee. Ultimate Rules Subcommittee has agreed on the rules. The new rules will be effective from 1 January 2013.

*Action 16: Publish new set of rules on all channels and inform WFDF members in co-operation with Rueben. (VB)*

## Strategic Plan Discussion - Tactics under Key Elements

Dr. David Barkan provided an overview of his professional background and discussed expectations for the sessions on strategic planning. He explained that any divergence in a group should be moved to convergence. Innovation should come from a strategic plan and there must be clarity before any agreement is made.

## Mission Statement, Purpose, Key Strategy Elements moderated by Dr. David Barkan (DB)

Vision and Values: The central question is whether the WFDF strategic plan should work with the outside world as well as with all disc players and whether it will work. WFDF must strive for excellence because everything that follows comes from this mission statement.

Participants discussed a number of topics related to the current mission of WFDF, and the phrase “advance all disc sports:

- 1.) Does “advance” mean grow or promoting? What does it mean exactly?
- 2.) Is SOTG only Ultimate-specific and is there a way to express these values for all disc sports? Is there an overarching value that covers all disc sports?
- 3) Is “Flying Disc” a commonly known word in the World? The terms “Ultimate” and “Disc Golf” are better known than “Flying Disc”.
- 4) To what extent is WFDF more involved and supportive of one sport or just two sports than all sports? That has to be totally clear when it comes to a strategy.

After considerable discussion, David Barkan suggested an alternative mission statement:

**“Supporting global advancements of disc sports”** with the following functions:

- 1) Promote
- 2) Educate
- 3) Provide credibility
- 4) Organizing/Coordinating

Over lunch Board members were assigned with the task of writing a new mission statement in one sentence using Visions, Value and Work.

The Board discussed whether the term “Flying Disc” Should this be changed to “Disc Sports”? The suggestions on the flipchart for the mission statement after the discussion read:

"To support the global advancement of flying disc sports while protecting and promoting ("fostering"?) the SOTG.

David Barkan suggested as an alternative:

"To support the advancement of disc sports and SOTG in countries around the globe."

### **Spirit of the Game and Onfield Governance moderated by Dr. David Barkan**

There were many discussions and disagreements about Observers/Referees in the sport. What problems are we actually trying to solve?

*Action 18: Collect more data on what players think about SOTG and related questions like referees/observers.*

*Action 19: Define SOTG in detail.*

### **Strategic Plan Discussion - Tactics under Key Elements (cont.)**

Continued work on the one sentence mission statement:

"To support **and promote** the **global** advancement of disc sports and SOTG ~~in countries around the globe.~~"

### **Potential Pillars of the Plan are**

- Ultimate as current Flagship
- All disc sports connected on a continuum that enables life-long enjoyment, play, and engagement in the broader disc community
- Frame SOTG as the unique and central value of all disc sports (and define it well)
- Primary function is to support and facilitate the work of others
- Championships

### **Key Functions**

- Communicate
- Educate
- Coordinate
- ~~Endorse~~
- Facilitate
- Promote

The functions should remind us on what we should strive for.

### **Values of Organization (to people):**

SOTG  
Passion  
~~Solidarity~~ Community  
Inclusiveness

### **Values of the Organization**

Spirit of the Game: Flying Disc sports rely upon a Spirit of the Game that places the

responsibility for fair play on every player. This concept is at the heart of the rules of each disc discipline and our governance structure and incorporates elements of integrity and respect.

**Passion:** Flying disc people have a passionate enthusiasm for our disciplines. They generate excitement, emotional attachment and a sense of belonging to the shared community.

**Community:** Flying disc provides a unifying spirit that leads to lifelong friendships, camaraderie, teamwork and loyalty which transcends cultural, geographic, political and religious differences.

**Inclusiveness:** WFDF requires that its Member associations be open to participation without regard to race, color, religion, national origin, sex, or sexual orientation, and that there be a democratic process for governance of such associations.

*Action 20: NR to come up with a next version of the mission within a week (esp. the values page) (NR).*

### **Strategic Plan Discussion - Tactics under Key Elements (cont.)**

What are key strategic goals? Goals should be measurable and attainable.

#### **New goal list:**

- 1 Support member associations
- 2 Focus on providing higher quality events (excellent events)
- 3 New countries/universality/grass roots
- 4 Focus on Spirit of the Game
- 5 Creating a more effective organization, more resources | sustainable
- 6 Increase visibility of disc sports
- 7 Non-Ultimate | Represent all disc sports

Do we need to prioritize these 7 goals?

- 1 Support member associations
- 2 Focus on providing higher quality events (excellent events)
- 3 New countries/universality/grass roots
- 4 Focus on Spirit of the Game
- 5 Creating a more effective organization, more resources | sustainable
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The President asked that everyone come back tomorrow with three tactics for one of the goals in order to try to find some tactics that are not on the list so far. Send to VB.

BG: Excellent events

RP + TG: Support of member associations

PvV + SLH: Creating a more effective organization, more resources

SH: Focus on SOTG

NR: New countries

RS: Increase visibility  
JC: Non-Ultimate

## **Meeting day 2 starts at 8:15 a.m.**

### **Guts:**

Ryan Scott proposed for AOUCG to hold a Guts tournament with countries that can set up Guts teams only, first and then fill out the rest of the tournament with teams from different clubs that are knocked out of the Ultimate Tournament. This is going to be a club Guts tournament. Expected countries participating would be: Japan, Taiwan, South Korea and Australia with countries and other clubs formed from knocked out Ultimate teams.

It was reported that a few contacts have indicated interest in starting some kind of Guts scene in Europe. It was suggested that WFDF form a letter to all European member associations stating the desire of WFDF for them to start up a Guts program.

Scott stated that Michael Hu has sent a message that he wants something different like a AUGC and has received some interest from Osaka. Last year he contacted every European country to find players who would go to Worlds in Sakai. He now has contact addresses of people interested in playing Guts. He plans to send Guts package to them.

It was noted that the USA and Japan have different rules, and WFDF is in between. The WFDF rules were developed in 1994. President Rauch suggested that WFDF make an effort to see that everybody plays by the same rules. Highlight changes in rules and get them out to members for comment.

Michael asked whether or not Guts will be included in AOUCG 2013. The Board did not agree to that proposal from Michael Hu.

*Action 21: Check with SportAccord whether Guts could be introduced to World Combat Games (VB).*

### **Overall Events and Freestyle:**

#### **WOC 2013**

WFDF started process to find organizer for WOC 2013 early and obtained interest from Sweden but a final bid has not been submitted. It was agreed that a bid from Europe is preferred as will be easier to get sufficient nations and continents. The WFDF requirement for a World Championship of 3 continents and 8 countries has not been reached for a long time. The final decision regarding a possible bid will be taken today at a meeting by the Swedish association. It is possible that Sweden would go for 2013 and 2015.

*Action 22: Identify host for WOC 2013 (Sweden or USA) asap (JC, VB).*

### **Certification Process (Disc Skills Proficiency Format):**

Overall chair Jack Cooksey suggested the development of a structure and testing format for disc skills certification. Could use it for different disc sports athletes and could be adapted to different disc sports.. Cooksey tried a similar process with his Ultimate summer league (a pull test with points depending on where the disc lands). The IFA proficiency test is outdated but could be the basis for designing a new certification process.

*Action 23: Establish structure and testing format needed for certification (JC).*

### **Beach Ultimate:**

Patrick van der Valk reported that he plans to start the bid process for WCBU 2015 early next year. President Rauch expressed concern regarding participation on the WFDF Beach Ultimate Committee. According to van der Valk, the Committee has not been operational for the last 9 months. It was suggested that efforts be undertaken to get it populated again, with at least 4 people representing the largest Beach Ultimate communities. Contact people directly or ask member associations to nominate a person. Goal is to have an active committee before the bidding process for WCBU 2015 begins.

*Action 24: BULA to start the bid process for WCBU 2015 early next year (PvV).*

*Action 25: Find new volunteers for Beach Ultimate Committee to support Chair by asking NFs directly to nominate persons. (PvV)*

### **Communication - Social media - Web site - Disc media - Memberlink listserver**

The Board discussed how WFDF could improve communication in general.

The primary means of communication to members in the past has been through yahoogroups memberlink. It was agreed that memberlink has limited reach and we need to pursue use of social media like Twitter or Facebook more/instead. Press releases to circulated and digital media should be sent in the future using a target list set up by WFDF. Skyd and Ultiworld should be used more by WFDF to have information sent out.

WFDF Office is still being developed but we are working on the final phase. On the database and news management, we have a list of 1,000 contacts from media agents, press, digital media etc. from IWGA. In the future we can send press releases to targeted subsets of this list on a mouse click. An aggregation tool for news from our member websites is coming. Foreign language news feeds not on front page of WFDF, but in national section will be welcome. Perhaps have a link to Google translate for the content of this news.

*Action 26: Set up Facebook and Twitter to replace yahoo memberlink as main communication tool as it is no more the official member communication tool (NR/VB).*

*Action 27: Finalize set-up of the general media distribution list for official press releases (VB).*

*Action 28: Set-up plan how to communicate with Ultimate magazines (SkyD, Ultiworld etc.).*

*Action 29: Seek support of a Communication Director or Committee based on volunteer structure (JC).*

Action 30: Automated news aggregation system to be established in connection with WFDF website (VB).

Action 31: Finalize second phase of WFDF office (targeted date 1 December 2012) (VB/AK).

Action 32: Include foreign language news feeds from members, not on front page of WFDF, but in a separate national section. (VB)

## **Update on WFDF application for IOC Recognition and Member Association Activities**

Volker Bernardi will meet with the IOC Sports Department on 12 November in Lausanne to get formal feedback on the application. The IOC had requested a written report on WUGC 2012 which was presented to the Board. The original plan from the IOC says that the decision is scheduled for December 2012.

The IOC will request information on some additional criteria for the decision after an internal review of recognition process by the IOC. Some criteria have been added in a new questionnaire. The IOC will keep the old questionnaire and ask about additional criteria:

- 1) Rules and procedures to fight against competition fixing
- 2) Youth appeal: steps taken by your IF to present your sport in the most interesting and attractive manner, in particular to young people
- 3) Media – World Championships: Number of media accreditations granted (TV, written press and internet journalists) at the last two World Championships
- 4) Sport for all: Existence of a Sport for All Commission within the IF and/or specific Sport for All initiatives
- 5) Income and Expenditure: Total expenditure in the 2008-2011 period (administrative costs, operational costs, development costs, fight against doping, fight against competition-fixing, other)

WFDF will have to consider two new main topics after all: Sport for All and Youth Appeal.

WFDF Sport for All Committee: Sport for All is a movement promoting the Olympic ideal that sport is a human right for all individuals regardless of race, social class and sex. The movement encourages sports activities that can be exercised by people of all ages, both sexes and different social and economic conditions. WFDF will be introducing a new Sport for All Committee. Patrick van der Valk put forward a motion for Brian Gisel to be elected as Chair of the WFDF Sports for All Committee. Nob Rauch seconded. The Board voted unanimously for Gisel as Chair.

Action 33: Inform IOC on the new structure for Sport for All. (VB)

Member Association Activities: As soon as WFDF achieves IOC recognition we need to inform the members to apply for recognition on national level.

## **Strategic Plan Discussion (cont.)**

Individual board members presented potential Tactics under Key Elements,

**Increasing visibility** (Jack Cooksey and Ryan Scott)

**Excellent Events** (Brian Gisel)

Action 34: Re-write Tournament Director's Manual (BG/VB).

**Creating a more effective organization, more resources** (Sandie Hammerly)

**Focus on Spirit of the Game** (Simon Hill)

**Non-Ultimate | Represent all disc sports** (Jack Cooksey)

**Support for Current Member Associations** (Ryan Purcell and Thomas Griesbaum)

Action 35: List to be reviewed and redone – submit the list to VB no later than 11 November.

**Development of Activity in New Countries** (Nob Rauch)

Action 36: List to be reviewed and redone – submit the list to VB no later than 11 November.

Action 37: Establish the responsibility of the Sport for All Committee for development issues.

**Members: Issues of Conflicts and Legitimacy**

Volker Bernardi reports on membership issues in Mexico, Russia, India, Korea, Pakistan etc. Please see the respective confidential report as sent to the Board members.

Action 38: Find out how other IFs deal with internal conflicts (VB).

**WFDF Events: Objectives, Cycle, TOC Arrangement, Opportunities and Risks**

There was a discussion on WUCC, Continental Championships, and the current WFDF event cycle.

Action 39: Establish aims of WUCC as event.

Action 40: All tactics to be reviewed and re-done and to be sent to Volker Bernardi no later than 11 November.

**Commercial Aspects (Media, Sponsorship, Merchandising)**

Action 41: Discuss with NexGen whether they would be interested to work with WFDF.

**Financial Reports**

Treasurer Hammerly referred to her earlier written report. WFDF could end the year in the black.

**Athletes' Commission Report and Discussion**

How to better reach players? Could we get hold of player addresses if and when WFDF does registration for WFDF events? We should also encourage players to sign up for memberlink or tell them about FB, website, Twitter. FFindr as registration tool gives chance to send email to all registrants even though you cannot see the addresses.

*Action 42: Anna Haynes could set up communication with players through Social Media (RP).*

*Action 43: Inquire whether volunteer Communications Director position is interesting for Anna (RP).*

### **Anti-Doping Update**

All results in 2012 have been negative. Next year's registered testing pool needs to be set up. IWGA will do random testing during the next year's World Games and our athletes are quite likely to be involved. Our participating national federations have been informed. We still need to decide at which of our events in 2013 we will have in-competition testing. SportAccord is offering an online quiz for a fee to educate players.

*Action 44: Identify Out-of-competition and In-competition event for 2013. Check on location and connected prices.*

*Action 45: Have testing plan agreed upon by WADA.*

### **Review, and Discussion of Action Items**

*Action 46: VB and TG to draft action items. Timelines to be added.*

*Action 47: Board members to send invoices for meeting on travel asap.*

### **Next Board Meeting**

tbd: December 8<sup>th</sup> or 15<sup>th</sup>, 2012 – conference call.  
(KB is unavailable on December 15<sup>th</sup>, PvV on Dec. 8<sup>th</sup>)

### **Closing**

The meeting closed at 4:51 local time.

Submitted by Thomas Griesbaum, WFDF Secretary