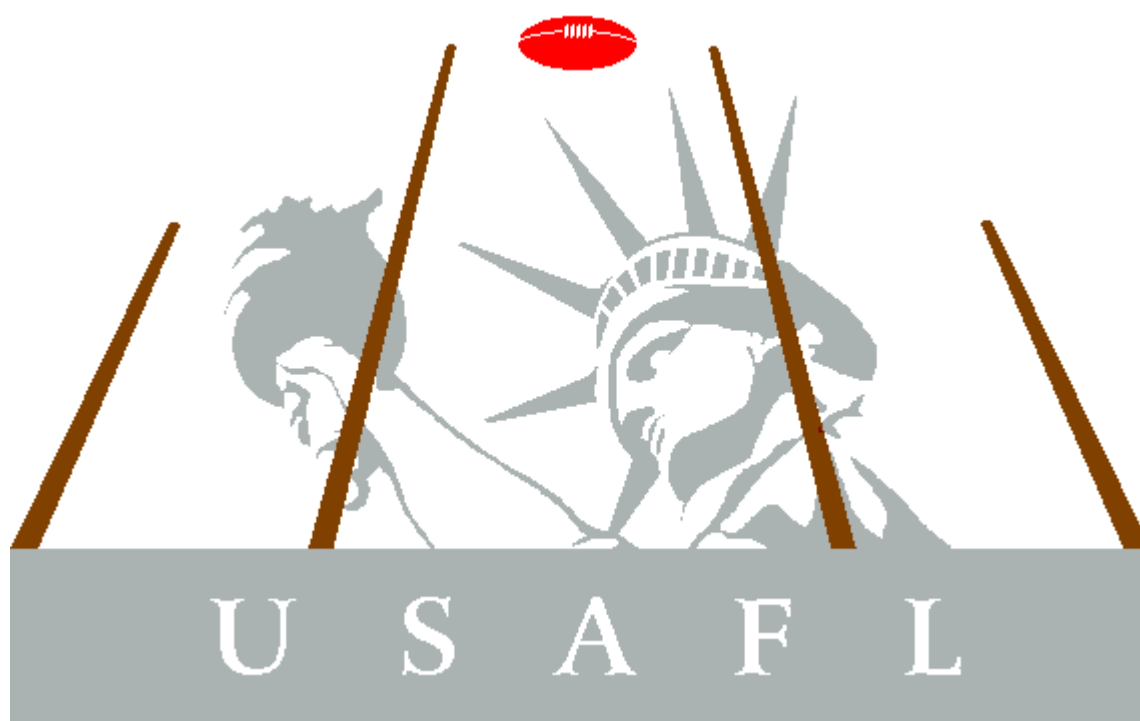


# **United States Australian Football League**



## **1999 Annual Report**

**United States Australian Football League**



# 1999 Annual Report

## Presidents Report

- Paul Roos' Visit to the USA
- AFL Support
- Club Progress
- Public/Media Relations
- Junior Development
- Umpire Development
- USAFL Web Site
- Relationship with AFANA
- The National Tournament
- USAFL Structure
- Finances
- USfooty11's
- Conclusion

"I hope that it is a goal of the league to find others like me and lead them to a piece of Heaven on Earth."

David Goad  
Long-Time Footy Enthusiast  
Dallas Outlaws

## Vice Presidents Report

### Thank You to 1998 Board

### National Team 1999

### Financials

### Appended USAFL Rules

### USfooty11 Rules

### For More Info







# 1999 Presidents Report

It is hard to believe that just two years ago, in September of 1997, the original United States Australian Football Association (USAFA) was formed at the first ever National Championships in Cincinnati. Eight clubs from across the country came together and forged a partnership with the aim of growing the sport of Australian Rules Football in the United States. Two years later, I am proud to announce that we have a vibrant organization representing thirty-five clubs across the country. Our progress to date has far exceeded my expectations.

1999 is a year that can best be summed up in a simple paradox: that of growth versus stability. Like any new organization these two elements must be balanced to ensure long-term success. Our growth this year has been excellent. We have had teams join at an amazing pace, more games played this year than the previous two years combined, more players playing the game for the first time, a successful win in our first international match against Canada, significant recognition from the AFL, and positive steps forward in the areas of junior and umpire development. An unplanned extended visit by AFL legend, Paul Roos, also assisted in propelling this tremendous growth during 1999. However, this growth has also brought its fair share of challenges. The organization is still made up only of volunteers and these volunteers have worked hard and diligently throughout the year to ensure that our growth can continue. The growth during the early part of the year put significant strain on the USAFL executive board, as well as the member clubs. The second six months of the year saw us fall into a mode aimed at stability and growth containment. A concerted effort has now been undertaken to ensure that we can maintain the growth through a more conservative strategy aimed at long-term stability. This paradox will need to be managed through the next two to three years.

**Paul O'Keeffe**

Founding President  
October, 1999

**United States Australian Football League**



## Paul Roos Visit to the USA

The unexpected visit of Paul Roos was a boon to the association. Paul, a 356 AFL gamer with Fitzroy and Sydney, was spending a year in the United States with his American wife. Paul was contacted on behalf of the USAFL to perform a number of coaching clinics throughout the United States. Paul enthusiastically grabbed at the opportunity, and with the assistance of a AUS\$15,000 grant from the Australian Football League (AFL) made these coaching clinics a reality. Paul completed six trips throughout the United States, meeting with twenty-five representative clubs. These weekend trips not only increased the skill of all players due to Paul's excellent coaching, but also allowed for a level of continuity that had not previously existed within the USAFL. Paul was able to deliver his message of the spirit of the game and the development of the sport throughout the United States. I'm sure all clubs and participants will agree that Paul is a great ambassador for Australia and the sport of Aussie Rules Football. I am confident in stating that the sport has grown significantly in this country due to Paul Roos' efforts.

The USAFL also received a bonus seventh trip from Paul when he attended the first ever international match on American soil. In his coaching debut, Paul coached the American Revolution to a satisfying victory over the Canadians. The US team was represented by fifteen different clubs consisting of a squad of twenty-five players, made up of

nineteen American citizens



Paul Roos giving the Milwaukee Bombers some expert advice.

**United States Australian Football League**





## Paul Roos

and only six Australians. The Canadian team was represented by fifteen Canadians and ten Australians.

A competitive match ensued with a twenty point victory to the Revolution. The standard of play was extremely high, but what was most pleasing was the spirit and intensity shown by both teams. If you ever needed proof that the sport of Aussie Rules will find a home in the United States, this match was it.

Now that Paul Roos has returned to permanently reside in Australia, we have asked him to head up our newly formed Australian Committee. The Australian Committee is made up of people that have been integrally involved with the USAFL in America and then have returned to Australia. Our inaugural members include Geoff Cann, founder of the Cincinnati Dockers, Wayne Pollock, former President of the Californian Australian Football League, and Julie Blasioli, former Vice-President of the St Louis Blues. The Australian Committee will act as watchdogs for us in Australia, help us establish additional sister-club relationships, and promote our efforts to the Australian media.



Paul Roos with the Kansas City Power after a game played against the Chicago Swans. This was one of Paul's many coaching trips throughout the US.



## AFL Support

The solid effort of the USAFL during the 1998 season proved to the AFL that we were not a flash in the pan, and that we were in fact serious about the development of the sport of Australian Rules. In observing the USAFL's efforts and strategy to develop the sport across all facets, from junior and umpire development, to public relations, and the web, the AFL saw that we can be an effective vehicle for the international growth of the sport. In recognition of this the AFL increased its support 800% to AUS\$45,000. This places the United States as the second highest country receiving support from the AFL, behind New Zealand.

The AFL support included many training and equipment items such as junior footballs, night footballs, umpire and junior development materials, and weekly highlight videos of AFL games for distribution to all clubs. In ongoing support of our efforts, the AFL sent one of its elite umpires, Hayden Kennedy, to the 1999 National Championships in Cincinnati.

The AFL split its grant money into three separate payments. The first payment of AUS\$15,000 was earmarked solely for, and went directly to Paul Roos for his visits. The second payment of AUS\$15,000 has been received by the USAFL and was earmarked for insurance payments, umpire development, the international match, and the 1999 National Championships. The third payment of AUS\$15,000 will be paid during the final quarter of 1999. That money is earmarked primarily for junior development and administrative costs.

The USAFL and the AFL are presently undergoing negotiations to sign a contract between the two organizations. Under this agreement the AFL will recognize the USAFL as the governing body of the sport in the United States. Likewise, the USAFL will recognize the AFL as the worldwide controlling body of Australian Football. The negotiations center around how to best ensure the cooperation between the two organizations in the long-term development of the sport. It is expected that the agreement will be signed around the end of November 1999. While the contract only runs for one year, both organizations feel





## Club Progress

that it is imperative that the agreement be watertight in the first year so that in future years the agreement can be updated with ease.

The USAFL is greatly appreciative of the efforts shown by the AFL throughout 1999. We hope that the work of the USAFL continues to be recognized by the AFL and that the USAFL is on the forefront of leading Australian Rules into a true global sport.

### Club Progress

Clubs continued to join throughout 1999. The first club to join this year was Seattle and the most recent club was San Antonio. While many of the newer clubs are in their embryonic stage, it has been satisfying to see clubs start up and quickly become successful. For instance, the Lehigh Valley Crocodiles from Pennsylvania have made their presence felt on the East coast by hosting multiple games. The Crocodiles are a predominantly high school team which makes their achievements all the more remarkable. Another new high school club in the St. Croix valley area of Minnesota also joined, giving us great hope for the future of the sport at the high school level.

The existing clubs have continued to capitalize on their strengths. The number of games played throughout the country is testimony to this. The Californian Australian Football League (CAFL) continues to lead the way with their excellent league, made up of five teams. The other regions of the country are hampered more by distance and so have not yet formed into coherent leagues. However, individual teams such as Chicago with an 18-game schedule have proven the viability of the sport at the club level.

The challenge for the USAFL remains one of how to balance club development with the overall development of the sport at a national level. I am sure that all national bodies are challenged with this dilemma. One of the aims for the USAFL and the executive board



## Club Progress

during the year 2000 will be how to, once again, balance the paradox of growth versus stability. We need to ensure that our present list of clubs continues to grow and reaches a sustaining level before continued growth efforts are undertaken. The USAFL needs to do everything in its power to ensure that the needs of the existing clubs are met.

The initial vision of the USAFL as a club-based organization is still as strong today as it was two years ago. The overriding philosophy is that each club is in control of its own destiny. It is a philosophy aimed at developing the sport at the grassroots level. To that end, the USAFL's role is to be one of coordination and to attack the issues such as junior and umpire development at a national level. For instance, when it comes to items such as scheduling, recruiting, club finances, etc., these items are handled directly by the club in the way that they see fit. If a club chooses to play ten games or five games per year, that is a decision that the club will make.

Communication between clubs and the USAFL will continue to be a major factor in our success. As new clubs join and existing clubs continue to grow, we need to ensure that there is an open line of communication not only between the clubs and the USAFL, but between the clubs within each region and across the country. This allows clubs in non-competing areas or regions to exchange ideas and lessons learned. One of the great benefits of a tournament such as the Nationals is to allow for that networking and for those personal relationships to be developed.

One tangible way that the USAFL can continue to open the lines of communication is for a nationwide conference call to be held on a quarterly basis. This would allow any interested club or member to call in and ask questions of the executive board. This would allow an opportunity for interested parties to gain a greater understanding of the happenings at the board level.

The board is investigating setting up a grant-based support program for the developed clubs. Clubs needing assistance in areas such as junior or umpire development could be assisted financially through the USAFL. This program is yet to be defined or the criteria established, but the board envisions a program that will support grassroots development efforts by the clubs.





## Public/Media Relations

One of the major achievements for the USAFL in 1999 was the publication of our first-ever handbook, sponsored by Air New Zealand. This handbook went a long way toward putting a face to the USAFL. The booklet has been distributed to all clubs for use in player recruitment, education and sponsorship. I would also like to thank all our sponsors that made the handbook a reality. We hope that this handbook goes from strength to strength each year and can include more information about the sport, the clubs and the national body.

One of the unplanned bonuses of 1999 was the amount of positive media coverage that the USAFL received in Australia. This was due, in large part, to the presence of Paul Roos. Paul was a great ambassador to the Australian media for our efforts in this country. I am sure that Paul will continue to be a good ambassador now that he has returned to Australia. During the last six weeks of the Australian AFL season, the USAFL had three very positive mentions on the back page of the sporting section of the Australian newspaper. Coverage such as this goes a long way in giving us credibility in the eyes of the AFL, the AFL clubs and the average footy fan in Australia.

In the U.S., our media coverage has continued to increase mostly due to the efforts of each individual club. Some of the feature articles throughout the country have been very impressive. The highlight on the domestic front would have to be the special on Australian rules in an Olympic edition of the USA Today.

Sponsorship at a national level has been slow. We are getting to a point where we are large enough to go after major corporate sponsorship of the organization. To date our efforts have been focused on smaller companies that will see a direct increase in their own business due to ties to the sport and Australia. We were pleased to have Air New Zealand sponsor the handbook and we are working hard to develop relationships with major corporations, such as Air New Zealand.

The USAFL went through 1999 without a major brewer as a sponsor of the organization. It is hoped that in the year 2000 we will find a company interested in forming a long-term partnership with the USAFL. This will be a priority for the board.

**United States Australian Football League**



## Junior Development

The long-term growth of the sport depends on a solid Junior Development program. This year saw our first attempts at formalizing a program. The USAFL announced its Junior Development program for schools at this year's National Tournament. Schools will be able to contact the USAFL directly or through their local club to receive a Junior Development packet that includes 10 free junior footballs, video tapes, school curriculum and various other publications. We hope that this Junior Development packet will go a long way toward forming a core group of schools throughout the country that play the sport.

The proof in the pudding that Junior Development programs work is Komarak Middle School in Chicago. At this school, every student plays Australian Rules Football at some point during the year. The program has grown throughout the last five years through the dedication of Jeff Norris. The school played the curtain-raising match at the International Match and it was great to see young Americans, both male and female, playing the sport with such passion and a surprisingly high level of skill. At the high school level, the Lehigh Valley Crocodiles have proven that the format of the sport can be successful.

Another important weapon in the arsenal of junior development will be the USFootyKick Program that has been developed in conjunction with the AFL. The USFootyKick Program is the American version of the AusKick Program that has been very successful in Australia during the last three years. For US\$10 a player will receive a junior football and hat, as well as a packet of many publications including Australian rules football cards. The \$10 pack is definitely value for the money. Our aim is to sell 300 packs by the end of 1999. This will only be possible through the efforts of all the clubs. We hope the successful sale of these packets will send a strong message to the AFL regarding the potential of the American market. In 1997, only 300 packs were sold in the entire state of New South Wales. We hope that we can match or exceed that effort.

The Junior Development program must continue to be a major priority for the USAFL over the next two years. The existing program must be expanded and new schools need to be recruited on an ongoing basis.

**United States Australian Football League**





# Umpire Development

It is very difficult to have a good game without a good umpire. It is also very easy to concentrate on the recruitment of players and not the recruitment of umpires. It goes without saying that the development of a solid umpiring base is critical to the long-term viability of the game in this country. 1999 has seen a great start for the development of a national umpiring base.

The United States Australian Football Umpires Association (USAFUA) started in 1996 with the aim of developing umpires and being a liaison body between the US umpires and the AFL. Since the forming of the USAFL, the need for the USAFUA has significantly decreased. With the blessing of USAFUA founder, Dean Thomas, the USAFUA disbanded and its functions were taken up by the USAFL's umpiring committee.

Under the USAFL the effort to improve the level of our umpires began with an umpire clinic held in Denver in May 1999. This clinic was co-hosted by Paul Roos and Max Wittmann. Max is an experienced umpire from Australia and we are very lucky to have his services at this stage in our development. The umpiring clinic brought together eight umpires from across the country. The clinic proved valuable in not only teaching umpires, but more importantly in developing a standard approach to umpiring the game.

The major outcome of the Denver clinic was the development of a set of rule addendums for the US game. These rule changes clarify the rules for the American player. Many "spirit of the game" rules in Australia are implicit, and we have attempted to make them explicit for Americans.

We hope to hold a clinic at the start of each US season. We will determine the date and location of the Year 2000 clinic before the end of the year. We will ask each club to keep the umpiring clinic weekend free on their club schedules so that we can guarantee a high level of participation at the next clinic.

One concern for the USAFL is the on-going difficulty that we have in attracting umpires. We need to investigate alternatives for the umpiring of tournaments, such as the Nationals, such as making it mandatory that clubs nominate at least one player/official to assist in tournaments.

**United States Australian Football League**



## USAFL Website

As mentioned earlier, Hayden Kennedy, one of the AFL's elite umpires, attended and umpired at the 1999 National Championships in Cincinnati. This was a great occasion for the umpiring fraternity in this country.

## USAFL Website

The USAFL's website, [www.usfooty.com](http://www.usfooty.com), has been a thorn in the side of the USAFL this year. Unfortunately, the website has not been maintained as we had hoped. During the year we have gone through three webmasters, and we have recently made an arrangement with a fourth. The maintenance takes much longer than the first three webmasters anticipated. The new website (shown below) will be up and running by the start of December, 1999.

An active and up-to-date website is critical to the success of the USAFL and the board will be working diligently to ensure a more active site during the 2000 season.

The new website will be split into the major portfolio areas such as Junior Development, Umpire Development and Club Development as well as areas for recent news items and all scores throughout the country. The concept for the development pages is that all the information for these relevant portfolios can be kept on the web. For instance, a new club joining the league could go to the Club Development pages and download everything they need to get their club started – from insurance information, to incorporation



# United States Australian Football League





## Relationship with AFANA

information, to basic information such as how to build a set of goal posts. New schools would be able to download information from the web, as well as anyone interested in umpiring. We envisage a link from each club website to the junior development pages of [www.usfooty.com](http://www.usfooty.com) for any junior players that are surfing the web.

An ongoing web development strategy is another important aspect to the paradox of growth and stability

## Relationship with AFANA

The USAFL's relationship with AFANA continues to be a positive one; both organizations work closely together to enhance the development of the sport. Rob de Santos, the President and CEO of AFANA, sits on the Executive Board of the USAFL, and I, as Founding President of the USAFL, sit on the Executive Board of AFANA. This ensures positive and on-going communication between the two bodies and ensures that we are both working together for similar goals. We look forward to working with AFANA over the next couple of years to maintain the growth of the sport.



**United States Australian Football League**



## National Tournament

The Nationals continue to be the highlight of the USAFL's playing schedule. This year, the Nationals were once again held in Cincinnati, Ohio. Cincinnati has done a tremendous job during the last two years in holding the Nationals and they outperformed expectations again with a very professionally run tournament. This year we saw a record number of teams and clubs represented; a total of fourteen teams took the field, representing twenty clubs. This year, for the first time, teams were split into two divisions to ensure an even playing field for the developing clubs. In Division 1, we saw ten teams and in Division 2, we had four teams.

This year the Nationals were held in the middle of October to avoid conflict with the AFL's schedule, and as the culmination of the clubs' playing season. In October 2000, we hope that we will be in a new city with a different club hosting the National Tournament. This date should also avoid the AFL/GAA Compromise Rules series between Australia and Ireland.

Congratulations once again go to the Boston Demons who defended their title with style. The championship final saw a rematch of the 1998 final between Boston and the Santa Cruz Roos. Santa Cruz pushed the defending champions to the limit, all the way into extra time.

The Division 2 title was taken out by the combined side of the Washington DC/ Baltimore Eagles and the Lehigh Valley Crocodiles.



The proud non-Australian members of the Boston Demons. The USAFL instituted a 25% on field minimum requirement of non-Australians. The formula proved successful. Next year we hope to see an increase to 40% non-Australians.





## Photo of the Season

All the teams that attended the 1999 USAFL National Championships, in Cincinnati, Ohio, October 15 - 17, 1999.

### Division I

#### POOL A

Chicago Swans  
Denver Bulldogs  
Nashville Kangaroos  
New York Magpies  
Santa Cruz Roos

#### POOL B

Boston Demons  
Cincinnati Dockers  
Missouri Blues  
San Diego Lions  
Geelong Football Club of Seattle

### Division II

Louisville Cats (combined with North Carolina Tigers)  
MD Redbacks (Milwaukee Bombers / Dallas Outlaws)  
Southern Crusaders (Tri City Saints/ South Carolina Hawks/ Atlanta Kookaburras)  
Traveling Wallabies (Washington DC/Baltimore Eagles and Lehigh Valley Crocodiles)

### Championship Final Scores

	1st Half	2nd Half	O/T	FINAL
Boston	3.2	0.0	1.0	4.2 26 pts
Santa Cruz	0.1	3.1	0.0	3.2 20 pts

	1st Half	FINAL
Traveling Wallabies	2.2	3.4 22 pts
Southern Crusaders	0.0	1.4 10 pts

**United States Australian Football League**



# USAFL Structure and Board Communications

This year the USAFL was incorporated as a non-profit entity in the state of Missouri. As part of the incorporation process, we incorporated under the name United States Australian Football League, Inc., and are doing business as the USAFL. This was a change from our original name, the United States Australian Football Association. The name change was done for three main reasons:

1. The new name ties the US body closer to the AFL, the professional league in Australia. By assuming the name USAFL, we recognize the AFL as the global governing body for the sport and ensure continued support from the AFL.
2. Assumption of the new name ensures that no other entity can take this name in the future.
3. The new name seems to make more sense than USAFA to most onlookers, both in Australia, and in the United States.

While we have changed our name to the USAFL, our vision as a national body has not changed. We are not in the business of organizing a structured league, but rather of being the national federation for the sport in this country.

What is even more important is our branding of the sport as USfooty. This ties directly into our website, [www.usfooty.com](http://www.usfooty.com). We should continue to try to brand the sport as USfooty whenever possible.

The USAFL is investigating becoming a 501(c)(3) charitable organization in the United States. Over the next couple of months, a communication will be sent to each club outlining the best way for each club to become incorporated and also a non-profit entity. This will ensure a consistent incorporation process for all clubs and will also make a daunting process for each club much easier to understand and consider. The incorporation of the USAFL this year took much longer than expected, due to the legal complexities of incorporating a national non-profit organization.





# USAFL Structure and Board Communications

As part of the development of the structure of the USAFL we need to create a constitution. To this end we have formed a constitutional committee to develop a constitution and make recommendations to the board. In turn, the board will present a draft of the constitution to all clubs for comments. Finally, the voting members of the USAFL will vote on the acceptance of the final draft. The constitutional committee is made up of representatives from four "A-level" clubs.

The structure of the USAFL Board worked very well in 1999. The Executive Board is made up of the elected positions of President; three Vice Presidents representing each region: West, East and Central; Treasurer; Secretary; and a seventh Board member. The larger operating Board of the USAFL also included a Junior Development Officer, the Umpire Development Officer, the Club Development Officer, an International Liaison for international matches, the AFL Liaison for our undertakings with the AFL, as well as a Public Relations position, and our AFANA representative. The Board held a conference call approximately once each month to ensure the continued growth of the sport. This conference call was critical in ensuring effective communication between the Board members. All minutes of Board meetings were sent to all clubs and posted on the [usfooty.com](http://usfooty.com) website. The structure of three Vice Presidents representing the regions was also very successful. This ensured a representation from across the country and allowed the Board to take into consideration the very important regional differences. I am sure that this structure will continue to work well into the future.



**United States Australian Football League**



## Finances

I am pleased to announce that the USAFL is in the black. We presently have a total cash position of approximately \$9,000. The entire financial statement as of the end of September, 1999 is included in this annual report.

While we are in a cash-positive position, most of this money has been earmarked for development purposes. Under our agreement with the AFL, which is the source of our major funding, the majority of the money must be funneled to development activities, especially junior development undertakings.

We also have a philosophy of placing 10% of any major income into a savings account. This will ensure a financially viable body well into the next millennium. Given this philosophy and our income to date, it needs to be noted that \$3,000, of our current cash holdings of \$9,000 are slated for a savings account. This savings account will be opened in the final quarter of 1999. A savings account was not previously opened because we were waiting for our EIN (federal tax ID) for tax purposes. Had we not waited, a board member would have had to open a personal savings account and then pay taxes on that account.

During June of this year, we were in an overdrawn situation and had to delay the paying of some critical bills while awaiting the AFL second grant payment. In the future, we want to ensure that this never occurs again and that appropriate monies are kept aside for all future outlays. The third AFL grant payment, slated for November 1999 for AUS \$15,000, will ensure that we enter the year 2000 with a positive balance sheet. This money will be used for development purposes as previously stated, as well as for providing a positive cash flow for first quarter 2000 expenses. Any grant money in 2000 from the AFL can then be put directly to work for club, junior, and umpire development.

The Board also needed to ensure that we have enough cash for future, ongoing known expenses such as insurance and web costs. We are now in a position where, with fiscal responsibility, this should not be an issue.





## Finances

The USAFL will hold club dues at their 1999 levels for next season. It is important that clubs continue to pay dues to show their support and commitment to the USAFL. Our approach to the AFL has always been that we can carry the administration cost of the association through the dues paid by our member clubs. This will ensure that any AFL grant monies will be earmarked for development purposes.

To continue our current rate of growth, the USAFL needs to develop enough funding sources to hire a full-time development and administrative officer. The current workload for a volunteer organization has reached its limit. The Board works many hours to ensure the continuation of the sport. Future growth will be severely hampered until we can reach the stage when we can fund a full-time administrative officer. This funding needs to come from either national sponsorship or from increased grant money from the AFL. It is hoped that a combination of these financial sources will enable us to reach our goal of hiring a development officer by July 2000, if not earlier.



**United States Australian Football League**



# USfooty11's

It is my belief that the future of the sport in this country rests on a modified version of Aussie Rules which we have dubbed "USfooty11's". This version is played on an American football field with 11 people per team. Most of the rules stay the same with only some minor modifications. The largest two modifications are:

1. Only the existing American football goal posts are used. The point posts are eliminated.
2. Ruck contests are limited around the ground with a kick-off being used to start play after a goal and kick-ins used whenever the ball goes out of bounds.

This version of the sport is not only fast-paced and exciting, but also allows the American spectator to be in familiar surroundings. It is definitely more aligned to the American psyche.

It also solves two very important dilemmas for every club. The first dilemma is finding a field large enough for an Australian Rules football game. Playing on the American-sized field greatly increases the choice of fields for all clubs. Secondly, recruiting is difficult when you must find twenty players for an eighteen-per-side match. Playing the shortened version, it is possible to play with nine, ten, or eleven players per side.

Our experience throughout the country has been that once a player actually plays the first game, they are excited to play and will play often. USfooty11's allows each club to play more games and to give

"Our kids love this game. On the smaller field they get much more involved and their skills improve faster than expected; plus the spectators love the continuous flow of action and it keeps their interest longer. We will definitely continue to play USFooty11's."

Michelle Giabardo  
Lehigh Valley Crocodiles

## United States Australian Football League





## USfooty11's

more opportunities for their players to experience the fast pace of Australian Rules football.

The day may come soon when each city can support a mini-league of USfooty11 teams. Such a league would provide more opportunities for people to play than currently exist. The time currently required for weekend games—including travel time to other cities—can make it difficult for some players to attend as many games as they would like. The length of the season, limited by the cold northern climate, also has an impact on the number of games scheduled. City leagues with week night matches might draw a wider range of interested players to the field. The best players, or most enthusiastic players, from each city could then also play on weekends in club games between cities in the full-sized version of the game.

It is important for the purist to note that we are not abandoning the full-sized, or tradition, version of the sport, but introducing an additional version. The best analogy would be that of Test and One-Day Cricket. Both versions of the sport co-exist and flourish. We hope that the same will be said about footy and USfooty11's.

To ensure a consistent approach to the shortened version of the game across the country, we will be putting together a special USfooty11's rules committee to standardize the rules. The board has asked Rob Giabardo, from Lehigh Valley Crocodiles, the originator of the current set of USFooty11 rules, to head up the committee. An 11's version of the game has been developed on the east coast and a Super 9's version of the game has been developed on the west coast. We need to ensure a single set of rules for all clubs to use. We envisage a standard set of rules called USfooty11's and an amended set of rules that includes a non-contact, more beginner-level version of the game. This can be used by new clubs and also throughout school programs.

We strongly believe that the advent of the USfooty11's version of the game will combat many of the problems that the clubs face on a daily basis. It will allow us many more opportunities for games, for publicity and for promotion of the sport.

**United States Australian Football League**



## Conclusion

While this has been a successful year for the young USAFL, it has also been bittersweet in many ways. All the Board members have faced frustration at various times throughout the year. Frustration because we have not been able to achieve our goals as quickly as we would have hoped. In all aspects of administration, we had hoped to achieve things faster than we actually have in reality. This, in a great part, is due to the volunteer nature of the body and also the many steps it takes to complete a task correctly. We have, however, continued steadfastly in our efforts to grow the sport and we have definitely been successful. When we started two years ago, we wrote a lofty vision on the website including expanding to 25 teams by 1999. Many people thought we were crazy for our high ideals at the outset, but I am proud to say that two years later, we have not only achieved those goals, but have surpassed them.

I would like to thank the 1999 Board members for a fantastic effort during 1999. In 1998 we operated without a board in place and most tasks fell on my plate. This was an untenable position for a forming organization. The board that was elected at the last AGM took on their tasks with energy and professionalism. We could not have achieved our fantastic growth throughout 1999 without your efforts. Once again I thank you.

It is then, with a hint of sadness, that I stood down as President of this wonderful body. It has been a pleasure to be the founding President of this league and association. I hope it continues to grow by leaps and bounds and continues to surprise the critics and naysayers. In only two years we hope we have become the benchmark for the international development of the sport of Australian Rules Football. It is something that gives me a great sense of personal achievement, but more so, I look at the achievement of the individuals around the country that have built very successful clubs in a short time frame and I am proud of our collective success.

I know I leave the USAFL's Presidency with our most formative years behind us but our best years ahead of us. I wish the incoming Board the greatest of success and I will work with them to ensure a smooth transition. I wish all clubs and the new USAFL Board a very productive year 2000.

**United States Australian Football League**





# 1999 Vice-President Report

This past year has been a watershed for the growth of Australian Rules football in the United States. Under the leadership of President Paul O'Keeffe, the USAFL's efforts to promote this great sport have contributed significantly to its development here. As regional vice-presidents, we feel privileged to have had a first-hand perspective of both the inner-workings of the league and the many external factors that have shaped and influenced the sport's tremendous expansion this year.

It is fun to look back over the short history of the sport in the US, especially when considering that two of us (Mike Powers and Rich Mann) have been involved in the development of the organization since the very beginning.

In 1997 sporadic games were played throughout the Midwest with Cincinnati hosted the inaugural US National Championships. Five teams attended, including players from the cities of Louisville, Nashville, St. Louis, Kansas City, LA and Toronto, Canada. At a stand up meeting after these championships, a meeting of the now USAFL was held and Paul O'Keeffe was elected President for the following twelve month period. The next twelve months saw an explosion in footy that I don't think has been seen anywhere else in the world. 1999 has already surpassed the events of 1998.

Cincinnati again, were the proud hosts of the National Championships in 1998. This time we witnessed eight teams from 15 cities solidify the basis for a league which is now over 30 teams strong and still growing. The 1999 Championships will see 14 teams from 20 cities compete for the national title, once again held in Cincinnati, Ohio.

At the first official AGM of the USAFL in 1998 at the nationals, the main goal was to achieve "controlled growth" of the league. The rapid spread of teams has outgrown even our own lofty dreams, and we feel the board has done a superb job of achieving this goal.



# 1999 Vice-President Report

The highlight of the 1999 season was the weekend of the international match versus Canada, in Chicago. That event brought players from 16 clubs together and seemed to generate a sense of pride on a national level and a mutual respect between players from all regions of the country. The National Tournament further served to generate goodwill between clubs on a national level.

As we approach the millennium, to use the catch phrase of the moment, we can only see the league going upwards from here and we do not dare predict what heights we will achieve by the year 2001. We hope that you can be involved in some way, to experience what is sure to be an intense, yet enjoyable, ride. Our heartfelt thanks go out to everyone who has poured their efforts into this league to bring this awesome sport to the US.

## **Adam Hand**

West Region, Vice-President, USAFL

## **Richard Mann**

Central Region, Vice-President, USAFL

## **Mike Powers**

East Region, Vice-President, USAFL





## **Thank You 1999 USAFL Board Members**

As President I would like to thank all the 1999 Board Members. This board will go down in history as the first true board of the USAFL. At the 1998 Annual General Meeting the major issue on the table was the development of a board to share the workload of running the organization. The following people stepped forward and did a great job of ensuring that the association continued to grow. Thank You.

**Adam Hand**, VP - West

**Richard Mann**, VP - Central

**Paul Clark and Mike Powers**, VP - East

**Rick Martinez**, Treasurer

**Paul Whiting**, Secretary

**Wendell Stephenson**, AFL Liaison

**Tim Powell**, Public Relations

**Marcus Dripps**, Club Development

**Paul Roos**, Coaching Development

**Jeff Norris**, Junior Development

**Roger Jolly and Max Wittmann**, Umpire  
Development

**Wayne Pollock**, International Committee

**Rob de Santos**, AFANA

**United States Australian Football League**



# Introducing the American Revolution

## The 1999 USAFL National Team

**Host City: Chicago, Illinois**

**Date: August 1st, 1999**

Congratulations to everyone involved in the first international game to be held on American soil. The Chicago Swans hosted a weekend filled with fun, history, and darn good football. I would also like to thank Canada for travelling down for Toronto for the match. This is destined to become a great rivalry. Final scores, awards and players were:

<b>USA</b>	<b>3.3</b>	<b>4.10</b>	<b>8.13</b>	<b>10.15</b>	<b>75</b>
<b>CAN</b>	<b>3.2</b>	<b>5.2</b>	<b>6.6</b>	<b>8.7</b>	<b>55</b>

**Best on Ground: Rich Mann (USA)**

**Coaches Awards: Chris Cunning (Canada),  
Aaron Whitham (USA)**

"When I ran through the gauntlet of kids, leading my mates into battle to the cries of "U-S-A" and "Go USA", I had to look away because tears were welling up in my eyes. I had chills from head to toe. It's a feeling that I will never, EVER forget!"

Deron Lien  
Inland Empire Eagles  
American Revolution Co-Captain

**United States Australian Football League**





# Introducing the American Revolution

**Atlanta**  
**Chicago**  
**Cincinnati**  
**Denver**  
**Inland Empire**  
**Kansas City**  
**Los Angeles**  
**Louisville**  
**New York**  
**North Carolina**  
**Milwaukee**  
**Orange County**  
  
**San Diego**  
**Seattle**

David Kroft  
Ron Miller  
Richard Mann  
Matt Dainuski  
Brian Nickel  
Mark Scott  
Adam Hand  
Chris Parsley  
Dennis Mullarky  
Don Prost  
Justin Todd  
Donnie Lucero  
David Thurmond  
Eric Aramian  
Peter James

Joel Tuddenham  
Rod Berry  
  
Jim Baldwin  
Deron Lien  
  
Russell Flynn  
Andy Moore  
Erik Kallhovd  
Robert Di Marco  
  
Aaron Whitham  
  
Jason Amstutz

## **Coaching Staff:**

**Coach**  
**Assistant**  
**Assistant**  
**Trainer**  
**Runners**

Paul Roos  
Craig Jones (Denver)  
Chris Olson (Inland Empire)  
Peter Tuddenham (Atlanta)  
Matty Dousch (North Carolina), Rob Plamondon  
(Kansas City), Todd Holmberg (Chicago)  
Paul O'Keeffe (USAFL)

## **Head of Delegation**

## **Field Umpires:**

**Chicago**  
**Minneapolis**

Max Wittmann  
Steve Arnott

## **Host Committee:**

**Chicago**

Brent Bacon, Rick Martinez and Rod Berry

# United States Australian Football League



# USAFL Financial Statement

(As of 9/30/99)

## Income Statement (1/1/99 to 9/30/99)

### INCOME

Advertising	1100.00
AFL	19378.50
USFootyKick	460.00
Balance Transfer	2880.15
Ball and Video	155.00
Commission	229.40
Registration	4820.00

TOTAL INCOME 29023.05

### EXPENSES

Bank Charge	18.50
Conference Call	1256.43
Handbooks	5628.00
IAFC	713.67
Incorporation	25.00
Insurance	1000.00
National Tournament	2000.00
NSF (returned check)	200.00
Office-Administration	569.49
Paul Roos Clinics	9657.00
Umpire Development	1619.21
USA vs Canada	500.00
Website	179.55

TOTAL EXPENSES 23,366.85

TOTAL 5656.20

**United States Australian Football League**





# USAFL Financial Statement

(As of 9/30/99)

## Assets and Liabilities Statement

### ASSETS

Bank Accounts	
USAFA Harris	8,687.06
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TOTAL Bank Accounts	8,687.06

TOTAL ASSETS	8,687.06
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LIABILITIES	0.00
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OVERALL TOTAL	8,687.06
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### Notes:

- 1/. We started the year with \$3030.86.
- 2/. \$3,000 is slated for a savings account.
- 3/. We expect one more grant payment for the AFL of AUS\$15,000. This will convert to approximately US\$9,000. This money has been earmarked primarily for Junior Development.
- 4/. The aim is to keep a minimum cash flow balance of \$4,000



# Business Plan Philosophy

A business plan was developed at the start of 1999 to assist the board in allocating its funds to the various development activities. The table shows the planned allocation percent of funds, the planned expenditure amount assuming an annual inflow of \$30,000, and the actual expenditures year-to-date.

One unplanned expenditure for 1999 is not included in the table. The Paul Roos Clinics were solely funded by dedicated AFL grant monies. Including this grant money in planning estimates and forecasting would not be prudent.

Area	Percent Planned (as of 1/99)	1999 Planned Expenditures (based on estimated yearly income and %'s)	Actual Expenditure (as of 9/30/99)
Junior Development	25	7,500	0 *
Umpire Development	15	4,500	1,620
Handbook	10	3,000	5,630 **
Club Development	10	3,000	2,500
Administration	10	3,000	1,900
Savings	10	3,000	0 ***
USAFL Development	5	1,500	720
Insurance	5	1,500	1,000
Contingency	5	1,500	0
Web Site (maintenance, etc.)	5	1,500	180
Total	100	30,000	13,550

\* Junior development funding is coming from the final 1999 AFL grant payment

\*\* The handbook was more than initially expected for two reasons: 1/. We anticipated a sponsorship agreement with Foster's that would have covered a significant portion of the printing costs, and 2/. When the initial percent estimated was made we did not have a printing quote. Once the quote was received it was clear that a higher than anticipated print run was more economic.

\*\*\* The savings account will be opened by the end of 1999. \$3,000 is earmarked for this account.





# Summary of Rules Changes

## Developed during 1999 Umpiring Clinic

### 1. Ground Size and Number of players

Ideal ground size is to be 180 yards long and 150 yards wide. This will allow for a maximum of 16 per side with 3 players in the center square for bounce-up. (Covered by Rules 3.1.1 and 5.5). Grounds smaller than 160 yards long or 120 yards wide must have less players. The actual number of players will be decided by the field umpire.

*Reference: Rules 3.1.1 and 5.5*

The number of Interchange players is to be determined by each Tournament Committees

*Reference: New Rule 3.1.6*

### 2. Tackling and Shepherding

No shirt-fronts

*Reference: Rules 11.4 and 12.6.2*

2 yards as opposed to 5 metre shepherd rule

*Reference: Rules 11.1, 11.2 and 12.6.6*

### 3. 50 Metre Penalty

To only be 25 yards.

*Reference: Rules 13.8*

### 4. Bouncing the Ball

Umpires will only throw the ball up.

*Reference: Rule 15*

### 5. Goal umpire

The field umpire will be the final determinant of whether a goal or behind is scored.

*Reference: Rule 5.5 and 6.5.4*



# Summary of Rules Changes

## 6. Send off rule

There are no formal reporting processes. Instead, field umpires (only) have the power to send players off. There are 2 categories – Minor and Major infractions (the field umpire is the final determinant of whether an incident is minor or major).

Major Infractions to be treated as follows:

1st offence	Remainder of game
2nd offence in the year	2 match suspension

*Reference: Rules 16.14.1*

Minor infractions will be treated as follows:

1st offence	Remainder of quarter
2nd offence	Remainder of game
3rd offence in the year	1 match suspension

*Reference: Rules 16.14.2*

### **Note:**

Any player sent off cannot be replaced;

The umpire has the right to refer any serious infractions to the Tournament Committee/USAFL board for further action;

Clubs, as well, have the right to refer incidents, that they feel did not receive the warranted action, to the Tournament Committee/USAFL for further consideration;

*Reference: Rules 16.8 through 16.14*







# Usfooty11's Preliminary Rules

1. Played on an American Football Field—50 yards wide x 120 yards long—goal to goal
2. Almost all the same rules as traditional Australian football but with some modifications e.g.
  - No center bounces to start the play.
  - Coin toss decides who starts with the ball from anywhere on the 25 yard line in defense.
  - A goal is scored by kicking it between the uprights - even if it hits the cross bar
  - Quarters are between 15 and 20 minutes long.
  - In case of a tie extra time can be played or a goal kicking shoot-off can occur similar to soccer from the 25 yard line.
3. Points can only be scored either by hitting the upright posts or rushed through in between the uprights.
4. Each quarter starts (each team taking a turn) from the 25 yard line of the defense as it does after every goal that is kicked. If a point is scored, or the ball goes out either side of the uprights, the ball goes to the defense who in turn kick out from within the end zone.
5. If the ball goes out (not on the full) it is thrown in toward the middle.
6. If the ball is out on the full the team who did not commit the foul will be given the ball to kick in—including having a shot at goal.

**Rob Giabardo**

Lehigh Valley Crocodiles

**United States Australian Football League**



## For More Information

**For More Information on the USAFL please contact one of the following Year 2000 board members:**

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Tim Powell VP – Central	(513) 745-0707 (home) (513) 351-9941 (work)	<a href="mailto:VPCentral@usfooty.com">VPCentral@usfooty.com</a>
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Cameron Murray Treasurer	(314) 962-4314 (home) (314) 425-9275 (work)	<a href="mailto:Treasurer@usfooty.com">Treasurer@usfooty.com</a>
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