

UNITED STATES AUSTRALIAN FOOTBALL LEAGUE

# Executive Board Annual Report 2010





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## *President's Address*

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A new name, a new era...

2010 saw the official name and brand of the old USFOOTY move to our new USAFL Brand and logo, ushering in a new era of our development and marketing. The redesign

and launch of our new site, [www.usafl.com](http://www.usafl.com) also expanded the League's presence to the online social networking functionalities of Facebook, Twitter, YouTube and we also updated our links with the AFL and other organizations utilizing automatic news feeds. Our thanks go out to Michael Beaver and everyone at Aussie Sport Stuff for all their expert assistance in achieving all of these goals.

Every year in this report I get to thank people who are stepping down/taking a break from their footy roles, and 2010 was no different. Most notably, our long serving (and only) webmaster, Matt Muller is taking a well earned break from running all our online operations – Thanks Matty! In addition, Amie Kennedy stepped down as League Administrator to return to college – we can't thank Amie enough for everything she did for the League. Lastly, but by no means least, Wayne Kraska stepped down as the Nationals Womens Team Coach and was fittingly awarded with life membership to the USAFL at this year's Nationals. Matt Jagger has moved from Executive Board member over to focus on managing the USA Revolution for the 2011 International Cup and his decade long service to football here in the states will continue to be invaluable.

The USAFL National Championships remarkably continues to grow and this year saw a full 4 men's divisions of 8 teams, along with the

women's division. Congratulations to first time winners New York (Div. I and IV), Denver (Women's division) and Austin (Div. III).

2011 will be a big year for the League, as we expand many of our programs due in large part to our Executive Board of the past few years and our sound financial position spearheaded by our Treasurer, Adam Coleman and Accountant, Horacio Guterrez. The League aims to inject significant time and effort into our umpiring, coaching, player development and national team programs. This will all culminate with both our national teams, the USA Revolution and USA Freedom, traveling to Australia in August for the fourth International Cup with the lofty goal of bringing home two titles.

The League has restructured our paid positions and we welcomed our new Operations Manager, Doren James, who had spent last year in Australia working at the AFL in the Game Development department and also our new Communications Manager, Amy Bishop. Their experience and contacts within the football world will help propel us to the next level and our ultimate goal of being the best run amateur football league in the world.

As always, thanks to everyone on the Executive Board, portfolio positions, club committees, coaches, umpires, players, supporters and families – none of this would be possible without all of you.

Here's to a prosperous 2011, on and off the field, and as we always say – "For the Good of the game".

**Richard Mann**

*USAFL President*

*National Championships Director*

*Front cover photography by: Freeman Photographers*



## ***USAFL Structure***

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The first USAFL match between two U.S. clubs was played in 1996 between Cincinnati and Louisville. Many of the local players had found out about the game in the 1980s on television through ESPN. The United States Australian Football League (USAFL) was founded in 1997 at the first ever U.S. National Tournament in Cincinnati, Ohio.

The USAFL is a grassroots, amateur sports organization dedicated to the development of and participation in Australian football. The organization is focused on the promotion and awareness of Australian football and Aussie culture and has created a sense of community among USAFL clubs and club members. The League also works to foster women's and junior programs across the United States. The USAFL promotes participation by emphasizing awareness and a sense of community within its members and by setting standards by which member clubs agree to abide.

The United States Australian Football League Executive Board consists of seven elected positions with one year terms;

- President;
- Secretary;
- Treasurer;
- Eastern Region Vice President;
- Central Region Vice President;
- Western Region Vice President; and
- Member-at-Large.

These positions are elected by the USAFL affiliate clubs at the Annual General Meeting of the affiliate clubs during the USAFL National Championship Tournament. The incumbents are responsible for the administration of the League and the development of strategic policies and programs.

Additionally, there are numerous appointed coordinator positions reporting to the Executive Board. These positions include International Liaison, Webmaster, USAFL Juniors National Coordinator, Women's Portfolio, and Sponsorship Director. These portfolio positions are responsible for the implementation of those policies and programs as directed by the Executive Board. The membership of the United States Australian Football League is currently comprised of over 40 affiliate clubs in either active or inactive/transitional status. The member clubs operate in relative autonomy with regard to the day-to-day club business. The USAFL has two paid employees, Operations Manager and Communications Manager. The principal responsibilities of the Operations Manager and Communications Manager are to work with the Members of the Executive Board in coordinating the various tasks involved with the administration of a national sporting organization. The USAFL also employs a part time accountant who is responsible for financial compliance and works closely with the treasurer.

## National Championships

The USAFL is responsible for the organization and operation of the National Championships held each October. The affiliate clubs are separated by geographic regions for USAFL administrative purposes. There are no restrictions imposed upon the clubs by the USAFL in terms of cross-regional competition. Some affiliate clubs have subsequently organized regional leagues and competitions apart from the overall organization of the USAFL. These leagues and competitive endeavors are self-governing, typically only involving the assistance of the USAFL for tournament support, umpiring and coaching training resources and tribunal dispute resolution. The results of these regional and cross-regional competitions are utilized for the seeding of clubs at the annual USAFL National Championship Tournament.



## 2010 Executive Board Members

- Richard Mann, President
- Brad Rinklin, Vice President - Eastern Region
- Jim Martin, Vice President - Central Region
- Leigh Barnes, Vice President - Western Region
- Matt Jagger, Secretary
- Adam Coleman, Treasurer
- Alistair MacGlashan, Member At Large

## 2010 Program Coordinators

- Seth McElvaney, Umpire Director
- Denis Ryan, Junior Development
- Andrea Casillas, Women's Development
- Matt Bishop, USA Revolution Coach & National Coaching Director
- Wayne Kraska/Leigh Barnes, USA Freedom Coaches
- Paul O'Keeffe, International Liaison

## 2010 USA Advisory Board

The aim of the American Advisory Board is to offer guidance to the USAFL Executive Board for its projects and to provide support with major strategic issues on an as-needed basis. The Board is made up of business and community experts across the United States.

- Laurence Graton, Chairman
- Rob Parry
- Gary Lerch
- Sheranne Fairley
- Graham Danne





## 2010 Australian Advisory Board

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The Australian Advisory Board's mission is to promote the interests of the USAFL in Australia. The vision of the Advisory Board is: Friends of the USAFL, in Australia, who have a stature in both business and football, who are willing to advise the USAFL on business in Australia, the inner workings of the game in Australia and their general understanding of everything football.

The aim is to have an Australian wide membership of between 5 and 7 individuals who can advise the USAFL on how to become a better partner of the AFL, access broader support of the USAFL in Australia, and publicize the existence of the USAFL to people moving to the USA.

To launch the Board the USAFL was privileged to have Terry O'Connor as the inaugural Chairman and Tony Fairhead is the Director of the Advisory Board and manages the USAFL/Australia Exchange Program.

- Terrence O'Connor AM QC, Chairman
- Tony Fairhead, Director
- Tom Potter, Director
- Peter Schwab, Director
- Paul Roos, Director
- Wayne Jackson, Director

## 2010 Ambassadors to the USAFL

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The Mission of the USAFL Ambassador program is to promote the interests of the USAFL and the growth of Australian Football in the US. The USAFL Ambassador program is comprised of individuals who have a high profile who will help promote the USAFL in Australia and America and have the capacity to assist the USAFL board in a number of different arenas.

The USAFL is excited to have such a distinguished group of football individuals as the first crop of Ambassadors. The mixture of players, administrators and media expertise will greatly enhance the future of foot in the USA. The Ambassador program was launched as part of the Tenth Anniversary celebrations of the USAFL.

- Robert DiPierdomenico (Dipper)
- Colin Carter
- Ian Dicker
- Michael Voss
- Rodney Grljusich (Grilla)
- Leigh Matthews
- Wayne Clark

## Clubs and Games Played

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At the end of 2010 the USAFL boasts 30 affiliated clubs (and two developmental clubs) actively participating in the United States. Additionally, the majority of clubs also run a Metro Footy competition to augment their senior club endeavors. There are also nine clubs with a women's team actively training and participating

in organized matches both on a local and national scale. In 2010 we saw a number of clubs continue their co-ed competitions in conjunction with their Metro competitions in order to further create participation opportunities.

These clubs participated in 282 sanctioned USAFL matches over the course of the past year. USAFL affiliates have played more than 3,032 matches since the League began in 1997.

## *2010 National Championships*



The 2010 National Championships were held in Louisville, KY. As a sign of the League's continued growth and development, three clubs hoisted the championship cups for the first time in their history. The New York Magpies won both the Division I and Division IV titles. The Denver Lady Bulldogs won the Women's Division and the Austin Crows took home the Division III crown.

The weekend kicked off on Friday with a development and skills clinic conducted by Chris Adams, Coordinator for the Under 23 Development Program and Revolution Head Coach, Matt Bishop. The five hour clinic focused on the growth of the Under 23 pathway and included an on field skills session. Women's development clinics were conducted by special guest Chyloe Kurdas, AFL Victoria, Female Football Development Manager. Topics covered included building women's football in the US, tactics, game day strategies, skills and drills. Chyloe also presented at the administrators conference, talking with all USAFL Club Presidents and stressing the value and benefits of developing women's football.

The annual club administrator's conference and umpire clinics were held Friday as well as the Annual General Meeting where numerous new faces were elected to the USAFL Executive Board. The USAFL is grateful to outgoing Board members, Brad Rinklin, Leigh Barnes, Matt Jagger and Al MacGlashan, for all their efforts and contributions to the League in 2010.

Overall the Tournament and weekend events were a great success and wouldn't have been possible without the dedication and support of countless volunteers.

## *Administration Excellence Awards*



Congratulations to Martin Coventry, Portland Power President and Jeff Persson, Nashville Kangaroos President, who were awarded the Paul "Plugger" O'Keeffe Administrator's Excellence Award at the 2010 Nationals.

They both exemplify the work that is done off the field to ensure the game proceeds on it.

## Division I Results

### Denver Bulldogs



	Goals	Behinds	Total
Halftime	1	1	7
<b>Final</b>	<b>1</b>	<b>1</b>	<b>7</b>

**Paul Roos Medal for Best & Fairest**

Chris Candelaria, Denver

**Coopers Medal for Most Consistent**

Luke Nemeth, Nashville

### NY Magpies



	Goals	Behinds	Total
Halftime	2	1	13
<b>Final</b>	<b>4</b>	<b>4</b>	<b>28</b>

**Hayden Kennedy Medal for**

**Grand Final Umpiring**

Greg Everett & Steve Arnott

**Geoff Cann Medal for MVP in Final**

Joel Keating, New York

## Women's Division Results

### Denver Bulldogs



	Goals	Behinds	Total
Halftime	1	1	7
<b>Final</b>	<b>3</b>	<b>1</b>	<b>19</b>

**Paul Roos Medal for Best & Fairest**

Eileen Geoghegan, Baltimore-Washington Eagles (played for New York); and  
Aimee Legault, Central Canadian Blues (played for Calgary)

**Coopers Medal for Most Consistent**

Courtney Church, Arizona Hawks

### Calgary Koobarurras



	Goals	Behinds	Total
Halftime	0	4	4
<b>Final</b>	<b>2</b>	<b>6</b>	<b>18</b>

**Hayden Kennedy Medal for**

**Grand Final Umpiring**

Grant White & Arne Pülle

**Geoff Cann Medal for MVP in Final**

Janell Myer, Denver

## Division II Results

### Minnesota Freeze



	Goals	Behinds	Total
Halftime	2	1	13
<b>Final</b>	<b>5</b>	<b>1</b>	<b>31</b>

### Calgary Kangaroos



	Goals	Behinds	Total
Halftime	5	5	35
<b>Final</b>	<b>11</b>	<b>8</b>	<b>74</b>



### Division II Results con't

**Paul Roos Medal for Best & Fairest**  
Matthew Mitchell of Calgary  
**Coopers Medal for Most Consistent**  
Zach Weaver of Minnesota

**Hayden Kennedy Medal for Grand Final Umpiring**  
David Heward & Seth McElvaney  
**Geoff Cann Medal for MVP in Final**  
Daniel McLachlan of Calgary

### Division III Results

#### Florida United



	Goals	Behinds	Total
Halftime	1	2	8
Final	2	5	17

**Paul Roos Medal for Best & Fairest**  
Noor Jehangir, Austin; and  
Blake Mclean, Austin; and  
Dustin Jones, Florida  
**Coopers Medal for Most Consistent**  
Sam Brady, Florida; and  
Pece Micezeski, Florida

#### Austin Crows



	Goals	Behinds	Total
Halftime	2	1	13
Final	4	4	28

**Hayden Kennedy Medal for Grand Final Umpiring**  
Shane McIntyre & Richard Jenner  
**Geoff Cann Medal for MVP in Final**  
Noor Jehangir, Austin

### Division IV Results

#### NY Magpies



	Goals	Behinds	Total
Halftime	5	2	32
Final	13	4	82

**Paul Roos Medal for Best & Fairest**  
Andrew Date of Denver  
**Coopers Medal for Most Consistent**  
Tyler Dorsett of Chicago played for BWE

#### Denver/KC Power Dogs



	Goals	Behinds	Total
Halftime	0	3	3
Final	0	3	3

**Hayden Kennedy Medal for Grand Final Umpiring**  
Shane McIntyre & Robbie Sebastian  
**Geoff Cann Medal for MVP in Final**  
Thomas Dutton of New York

## 2010 49th Parallel Cup



The 2010 49th Parallel Cup between the American Revolution and the Canadian Northwind took place at Humber College in Toronto along the beautiful shore of Lake Ontario. The annual competition has been held every year since 1999, except in International Cup years.



A women's game between the US Freedom and Canadian Northern Lights was added to the competition in 2007. This year saw the addition

of an U23 men's game to the weekend events. A special thank you goes out to AFL Canada for a tremendous and memorable weekend.

## USA Revolution Match



**USA: 9.12 (66)**  
**Canada: 5.2 (32)**

### USA Goals:

Dustin Jones (3), Danny Hansen, Ryan Kastl, Stephen Moore, Andy Vanica, Andrew Werner, Noor Jehangir.

### Canada Goals:

Aaron Falcioni (3), Ash Steir, Oliver Hayward

### USA Best:

Donnie Lucero, Brandon Bludau, Chris Candelaria, Andrew Werner, Jason Newquist, Luke Nemeth

### Canada Best:

George Dimacakos, Jimmy Oertel, Kevin Minaker, Tasos Dimacakos, Frank Luisser, Manny Matata

### Umpires MVP:

Dustin Jones



## USA Freedom Match



**USA: 2.4 (16)**  
**Canada: 4.12 (36)**

### USA Goals:

Emily Riehl, Kathryn Hogg

### Canada Goals:

Beck Jones, Lesky Zmurchuk, Katelyn Nanka,  
Lori Bossert

### USA Best:

Eileen Geoghegan, Monica Robbins, Emily Riehl, Erin Yiakos, Hallie Lee, Judith Stein

### Canada Best:

Lesley Zmurchuk, Aimee Legault, Hillary Perry, Erin LeBlaanc, Marlena Ginocchio, Margo Legault

### Umpires MVP:

Lesley Zmurchuk (Canada)



## USA Revolution Under 23's Match



**USA: 13.11 (89)**  
**Canada: 3.4 (22)**

### USA Goals:

Chip Price (3), Kyle Johnson (3), Brent Mergen  
(2), Saleh Tyebjee (2), Adam Jones, Ryan  
Sutherland, Rob Ward.

### Canada Goals:

Mark Cianfagna, Riyad Karacic, Victor Cinco.

### USA Best:

Saleh Tyebjee, Jake Moyer, Tyler Mounce, Chip Price, Caleb Dougherty, Kyle Johnson

### Canada Best:

Riley Armstrong, Kevin Callender, Victor Cinco, Dan Isberg, Nathan Miner, Aiden McQuoid.

### Umpires MVP:

Saleh Tyebjee (USA)



*Team Photos by: Rob Colburn*

## USAFL 2010: A Year in Review

### Men's Highlights



The 2009 Division III National Champion Dallas Magpies built upon last year's success with an impressive 2010 campaign in which they went 10 – 0, including wins over this year's Division I champions, New York Magpies and Division III champions, Austin Crows. The lone loss for Dallas came against the Minnesota Freeze in the Division II semi-final at Nationals.

Minnesota came up short in the final losing to defending Division II champions, Calgary Kangaroos. This strong showing at Nationals capped a successful season for the Freeze who finished with a 7 - 1 record. The Freeze were lifted this season by the return of

Andrew Werner and Brent Mergen who spent last year playing country footy in Western Australia.

Elsewhere around the League the Nashville Kangaroos had a strong season with a 7-2 record and were led by the USAFL's leading goal kicker Damien Serong who booted 30 goals. The New York Magpies were 9-2 on the season behind the efforts of MVP Andy Brennan. Rhys Macfarland and Chris Stewart played key roles in leading the Orange County Bombers to a 5 – 0 mark. The Denver Bulldogs followed up their 2009 championship with an undefeated season and held the number 1 position in the polls throughout the season, but came up short in their bid to repeat in the Division I final where they ran into a determined New York Magpies side.

#### Top 10 Teams

Team	Played	W	L	D
Dallas Magpies	10	10	0	0
New York Magpies	11	9	2	0
Minnesota Freeze	8	7	1	0
Nashville Kangaroos	9	7	2	0
Denver Bulldogs	5	5	0	0
Orange County Bombers	5	5	0	0
Baltimore DC Eagles	6	4	2	0
Austin Crows	8	4	4	0
Chicago United	6	3	3	0
Milwaukee Bombers	9	4	5	0

#### Top 10 Goal Kickers

Player	Team	Goals
Damien Serong	Nashville	30
Adam Frizzell	Dallas	22
Stuart Rackham	Dallas	18
Andy Brennan	New York	17
Chris Stewart	Orange County	17
Luke Stockdale	Nashville	14
Grant Campbell	Austin	11
Chris Moerman	Nashville	11
Craig Storer	Dallas	11
Matt Seuling	Cincinnati	10
Andy Treanor	Orange County	10



## Women's Highlights



With the tremendous success of the Freedom's 2009 Australia tour women's footy continued to grow in 2010. Two new clubs attended the 2010 Nationals, the Columbus Jillaroos and the Sacramento Screammers. The Minnesota Freeze also represented a larger portion of the MN/Milwaukee contingent this year.

Tournaments were held in New York and Denver. Chyloe Kurdas AFL Victoria's Female Development Manager attended the USAFL Nationals and conducted several seminars on strategies for the development of the women's competition in the US. Wayne Kraska stepped down as the Freedom coach and turned the reigns over to Leigh Barnes who will lead the Freedom to Australia in August 2011 to participate in the first ever women's International Cup. The Lady Denver Bulldogs won their first national title, defeating past winners Calgary by a solitary point in one of the best women's finals in USAFL history, showing the enormous progress women's footy is making in the USA.

## World XVIII



The AFL launched a new initiative in 2010 that saw two teams, a World team and a Pacific Islands team made up of top international talent, compete in the NAB AFL U16 Division 2 National Championships in Western Sydney. This was a unique opportunity that gave these players an opportunity to play in front of AFL scouts against some of Australia's best young talent. The USAFL sent two representatives to the World team Alex McPhee of the Portland Power and Chris Franzen of the Milwaukee Bombers. The team was coached by former Sydney Swans star Michael O'Loughlin and took on Queensland, Tasmania, NSW/ACT, Northern Territory and the Pacific team. McPhee was named in the Best for his efforts in the game against Tasmania.

## USAFL/Australia Player Exchange

USAFL players are eligible to be involved in a player exchange program through programs such as Australearn Study Abroad, Notre Dame University in Fremantle, Western Australia and the WA Country Football League. Australian Football clubs provide players with an opportunity to spend a season playing with an inside view of the Australian Football culture. The program is managed by Tony Fairhead, Director of the USAFL Australian Advisory Board. 2010 USAFL players that participated in the program were:

Player	USAFL Club	Australian Club	Australian League
Dan Sarbacker	Milwaukee Bombers	Mansfield Eagles	Goulburn Valley Football League, VIC
Zach Johns	Seattle Grizzlies	Fremantle CBC	WAFL
Eric Floyd	Louisville Kings	Kukerin/Dumbleyung Cougars	Upper Great Southern Football League, WA
Bryan Dragus	Golden Gate Roos	Western Magpies (Brisbane)	QAFL
James Hildenbrand	Philadelphia Hawks	Newton/Condingup	Esperance Districts Football Association



## USAFL Junior Development

### *Saturday Morning Footy: Baltimore Washington Eagles Junior Football Program*

**By: Chris Adams**



Saturday Morning Footy just completed its 5th year. In 2010, the program's enrollment hit almost 100 boys and girls, more than doubling from the very successful 2009 season. It was amazing to have over 70 boys and girls turn out to the first session. We are very lucky to have three very talented and experienced coaches in Paul Reddacliff, Denis Ryan and Jay Levesque to run the program. 2010 also saw the introduction of a house league with three teams for players 9 and over. Unfortunately, we lost a session and a round of the house league because Arlington County closed the fields due to rain.



A major reason for the large growth this year seems to be the fact that six elementary schools in Arlington were given flyers for every student to take home in 'back-pack mail'. That plus, one of the coaches, Jay Levesque, is an elementary school PE teacher in nearby Fairfax County and had introduced footy into his PE program. In 2011, we hope to expand the program again by increasing the number of elementary schools (grades K-5) that receive flyers and also providing flyers to 3 of Arlington's middle schools (grades 6-8).

Table 1 shows the large increase in participation from 2009 to 2010 it also shows a couple of other pleasing changes. It shows that the percentage of females participating in the program increased from around 20% to 30%. While the average age of the participants went down. Both suggest that the program is expanding and forming a strong base for further growth.

*Table 1  
Summary of Participation for Saturday Morning Footy*

Year	Number of Sessions	Avg. Number Participants	Total Participants	% Male	Avg. Age
2006	2	-	22	80	7
2007	3	-	14	80	7
2008	3	18	34	85	8
2009	5	21	41	78	9

The June 19 and June 26 sessions were the largest with 72 and 61 participants respectively. Based on previous experience, the July 10 session would have had similar numbers, but it was rained out. The last two sessions in July (17 and 24) had 41 and 30 participants respectively. While a lot smaller than the first sessions, they both still bigger than any of the sessions in 2009. The trend downwards over the sessions seems to be mostly due to family summer vacations, which in DC become more likely as you move into July and then August. In support of this statement, the number of people who committed to the last session at registration was much less than those that committed to the first session. That said, the proportion of people that followed

through with their original commitment also fell through the sessions. Therefore, dissatisfaction with the program may have been a contributing factor.

The first and last sessions were similar to those run in 2009 and followed an Auskick style format over a 90 minute session. In the other two sessions the 9 and overs participated in a house league while the 8 and unders participated in a standard Auskick style session. Each Auskick style session began with about 10 minutes work on the basic skills of handball, kicking and marking. This was followed by warmup games. These may include games like sharks and minnows or unders and overs.

Then there are skill based games. Hands down the favorite game for the younger set is 'steal the ball' in which players are placed in 4 teams at the 4 corners of a 10m x 10m square. Balls are placed in the middle of the square. The objective is to get a certain number of balls into your corner first. One player at a time, no defending. Players may steal balls from their opponents. The game teaches ball handling and spatial awareness. Skills such as handball can be added. The session ends with players getting into teams and jumpers and playing a little no-contact game. These games have two important safety rules – no diving on the ball and no kicking off the ground. The umpiring tends to be fast and loose in order to let the kids play and not worry so much about the rules or correct use of skills. We also encourage parents to get actively involved in the various games.

The program caters for participants who have never heard of the game up to those that have played for a number of years in Australia. Given, the diverse backgrounds of the participants, we 2010 found the 10 minute introduction to the skills at the start of each session is a great way to bring everyone up to speed. While, the program works to develop skills,



the emphasis is on fun and getting everyone playing as much as possible. To this end, the "skill" activities are in the form of games. This is similar to the approach used in US Youth Soccer. Similarly, junior footy in Australia is moving to "game sense" activities. The idea is to improve decision making by

putting players in game situations more often. This is particularly important in the US, where players have few have the opportunity to play footy outside of this program. The matches are played with a light hand on the rules. The objective is to have the kids play and not worry so much about skill acquisition. To some extent, we are trying to replicate a game of back yard or school yard footy in Australia.

In 2010 we introduced a house league for the 9 and overs. The objective is to transition the older kids from Auskick style clinics to organized matches. Players were allocated into 3 teams of 10 using a number of criterias including school, friends and balance. In the end, balance was not achieved as the Eagles team dominated. The plan was to have 3 rounds over 3 Saturdays. Unfortunately, one of the rounds was rained out. In each session, the teams play two 15 minute games. So the session consisted of 3 games, with the non-participating team going through a skills session with the coaches. The games were played with rules similar to rec footy. There was no contact. We allowed the players to take 5 steps and they were allowed 1 bounce. There was no kicking off the ground. Scores were kept, as was a ladder, goal kickers and votes for each team in each game. At the end of the season, the leaders of the goal kicking and votes will receive a medal. Note that while scores were kept, there was no score board.

Running a house league requires a lot more commitment from players and parents than the Auskick sessions. It also requires assistants to coach teams, umpire games, keep score and run the skills

sessions. While 2010 was a good start, more work is required to prepare players and parents to the commitment. The objective is to have stable teams across the rounds. That didn't happen in 2010, both because of balance reasons it was necessary to trade players and the dropoff in players meant that 8 year olds were added to the mix for the last round. Note that a couple of the 8 year olds were among the best players on their respective teams.

## ***Coaching & Parents***



For the first two sessions, players were split into three age groups, U6, U8 and U12. In the second two sessions, players were split into two age groups, U7 and U12. Each group had a head coach. For the first two sessions we had three experienced junior coaches, Paul Reddcliff,

Denis Ryan and Jay Levesque. Paul has coached and run Auskick programs in Australia for many years. Denis is the National Coordinator for USFooty Kids and former US Revolution Head Coach. Jay is an elementary school PE Teacher who coached in the program for two years. Jay plays for US Revolution. Unfortunately, due to senior football commitments for the Baltimore Washington Eagles these three were unavailable for last two sessions. The last two sessions were run by Tim Priest who had assistance by Chris Adams, Lawry Pappin and Sid Caesar. Tim is a parent with no previous Auskick or junior coaching experience.

However, he coached sessions the previous year and jumped right in to take over coaching the program. Chris has been running the program for the last 5 years. Lawry is a father, also with no coaching

experience but a willingness to get involved. Sid was part of the early executive team at USAFL many years ago and decided to get back involved in footy to help with this program. Sid is an experienced junior coach in Lacrosse.

Parents are an integral part of the program. Parents are actively encouraged to come out and participate, provide advice to the players, and assist the coaches with games and activities. No experience is required for parents to participate in the program. As well as coaching, moms and dads volunteers such as Michelle Reddcliff, Deena Ackerman, Tracey Sinclair, Gardiner Hutchins, Stephanie Rubin, Erika Braddock and Anna Priest staffed the registration table, provided snacks and drinks for the kids, collected jumpers and packed away equipment.

One of the biggest issues the program faces is getting the coaching staff and the parents the training and experience they need to run a fun program. In 2010 the AFL introduced an online training course for Auskick parents ([www.aflcommunityclub.com.au](http://www.aflcommunityclub.com.au)). All the coaches and parents who volunteered to assist were encouraged to take the course. Many parents took the online course and found it very useful. In 2011, we plan to supplement the online course with a hands on coaching session for parents and Eagles players. Also over the next year we hope to offer higher level coach training to our coaching staff.

## ***Stakeholders & Support***

The AFL provides direct financial and other support to the USAFL which is the governing body for the sport in the United States. The AFL also donated bags and caps used by the program. The AFL Auskick program provides free access to coaching materials including session plans and skill videos. In 2010 the AFL developed a 'community football website' which provides lots of resources, the best of which is an online training course for Auskick parents. Former USFooty President and AFL Victoria Development Officer, Mark Wheeler, has been a mentor to the program and provided coaching materials and advice.





The USAFL provides the junior jumpers and provided goals for the program for the price of shipping. USAFL assisted in finding insurance for the program. USFootyKids is a program run by Denis Ryan that provides assistance to schools to run footy programs. The program

purchases equipment including goal and balls from USFootyKids. Denis also coached in the program.

Footy is not an official youth sport supported by Arlington Parks and Rec, but the county provides a number of resources to assist the program. The county provides access to fields for free and assists with reserving fields. The program is an official participant in Fit Arlington, a county program that coordinates activities to encourage fitness among Arlington residents.

The Baltimore Washington Eagles are the Australian football club in the Baltimore/DC area. The Eagles' provide senior and reserves mens teams for play against regional and national opponents. The Eagles coaching staff, executive and players have been big supporters of the Saturday Morning Footy and developing junior footy in the area. The junior program has reciprocated by bringing players and supporters to the club. On the first two Saturdays, the Eagles coaching staff in Denis Ryan and Paul Reddacliff, coached the program and a number of mens and womens players assisted. We also had assistance from Eagles alums and non-playing members of the club.

In 2010, the program got official approval from staff at the Arlington School Board to put flyers in back-pack mail for all elementary and middle schools in Arlington. The program printed a few thousand flyers, sorted them into class size packs and distributed them to six elementary schools in

Arlington. The Australian Embassy in Washington DC and the network of Australian ex-patriots, Advance, have helped to publicize the program on their websites and through their email lists. To date, the program has received only a small amount of publicity in the local media. We conducted a survey of parents who children participated in the program. Of those that responded to the survey, 30% found out about the program through school back-pack mail, 20% from the Australian Embassy, 20% from friends and neighbors and 20% from previous participation.

## Future (5 year goals and plan)

### 2011

- 150 to 200 participants
- Average 70 participants per session.
- 3 teams compete in a 3-round U12 house league, possibly with a playoff final.

### 2012

- 300 to 400 participants
- Average 150 participants per session.
- 3 teams compete in U12 and U14 house league.
- Introduce tackling and contact to the U14 league.

### 2013

- Introduce a secondary location, probably in Fairfax County.
- Average 250 participants per session across the two locations.
- 3 teams compete in U10, U12 and U14 house league in Arlington.
- U16 US Revolution team to compete against Canada.

### 2014

- 400 to 600 participants at two locations.
- 4 teams compete in U10, U12, U14 and U16 house league.
- Representative/All-Star games are introduced.
- U16 US Revolution tour of Australia.

### 2015

- Three locations including Arlington, Fairfax and Montgomery Counties.
- 4 teams compete in U10, U12, U14 and U16 house leagues.
- A 3 team representative/all-star series at U10, U12, U14 and U16.
- U14 and U16 Revolution games against Canada.

## USAFL Lifetime Member: Wayne Kraska

**By: Kathryn Hogg**

At the 2010 USAFL National Championships, US Freedom Head Coach Wayne Kraska announced his retirement from the US Freedom and was awarded lifetime membership to the USAFL.

Prior to and during his reign as Freedom coach, Kraska built a dynasty in Atlanta where he coached the Lady Kookaburras to wins in the first three USAFL Women's National Championships (2005 - 2007). During this period, Kraska was integral in coaching and developing some of the League's most competitive players. In fact, the Kookaburras did not lose a game until they were narrowly defeated by Calgary in the 2008 Grand Final.

Kraska was named the inaugural women's national team coach in 2006. During his tenure he coached the US Freedom in the first women's international match of Australian Football against Canada in 2007. In 2009, the team became the first women's team to tour Australia, building relations with the women's leagues in Victoria, Sydney, and Cairns, and showing how far the sport has evolved in the US. In 2010 the team once again traveled to Canada, this time to compete for the 49th Parallel Cup in Toronto.

USAFL Women's Director, Andrea Casillas was quoted saying, "Krazz's passion for cultivating women's footy has been evident in the strides the women's league has made in such a short period of time. Each year we not only boast record numbers at nationals, but our level of play continues to drastically improve. We wouldn't be here without the dedication, effort and high standard that Krazz has created."

Kraska says, "The coaching of women's footy in the US has been a highlight of my footy life both with the Atlanta Lady Kookaburras and the USA Freedom. Coaching the Atlanta ladies to the first 3 flags then being coach of the first team to play internationally, then going to Australia with the first team ever will

be something I will always remember fondly. I hope the USAFL and its member teams start to further embrace the development of women's footy as it appears Australia is doing and bringing it to many more local Americans as a fresh new and exciting sport for women to play. I would like to thank all women players that have made outstanding efforts to grow this sport through participation, coaching and administratively since 2005. There is plenty more to do, but their efforts both locally and internationally should be duly noted as being the catalyst in the sports development in the USA during its early years. I plan to stay active as a supporter and perhaps mentor of the sport."

At the 2010 Nationals seminar on developing women's footy, former USAFL Women's Director Kathryn Hogg, Andrea Casillas, and US Freedom Captain Judith Stein presented Wayne with a commemorative photo montage of all three US Freedom teams.





## USAFL.com

The USAFL website is the League's main source of communication and underwent a major redesign and overhaul and was re-launched in June 2010. Plans are being made to continue the upgrade and make it a world class website and league management tool.

The USAFL worked in conjunction with sports marketing and technology company, Aussie Sport Stuff, Inc, to complete this project. Additionally, the online registration system was also upgraded.

After a successful launch of the online registration system in June, the 2010 National Tournament in the following October was the first tournament where players were able to check in electronically.

The website receives visitors from all over the world, particularly the USA, Australia, Canada, The United Kingdom and Europe.

During 2010, the USAFL website received 32,750 hits and about 22,000 unique visitors up until its re-launch on June 14, 2010. In the latter half of the year, the new website received more than 46,250 hits and still averaged about 22,000 unique visitors from all over the world.

The website received the largest amount of hits leading up to and during the USAFL National Tournament as shown below.

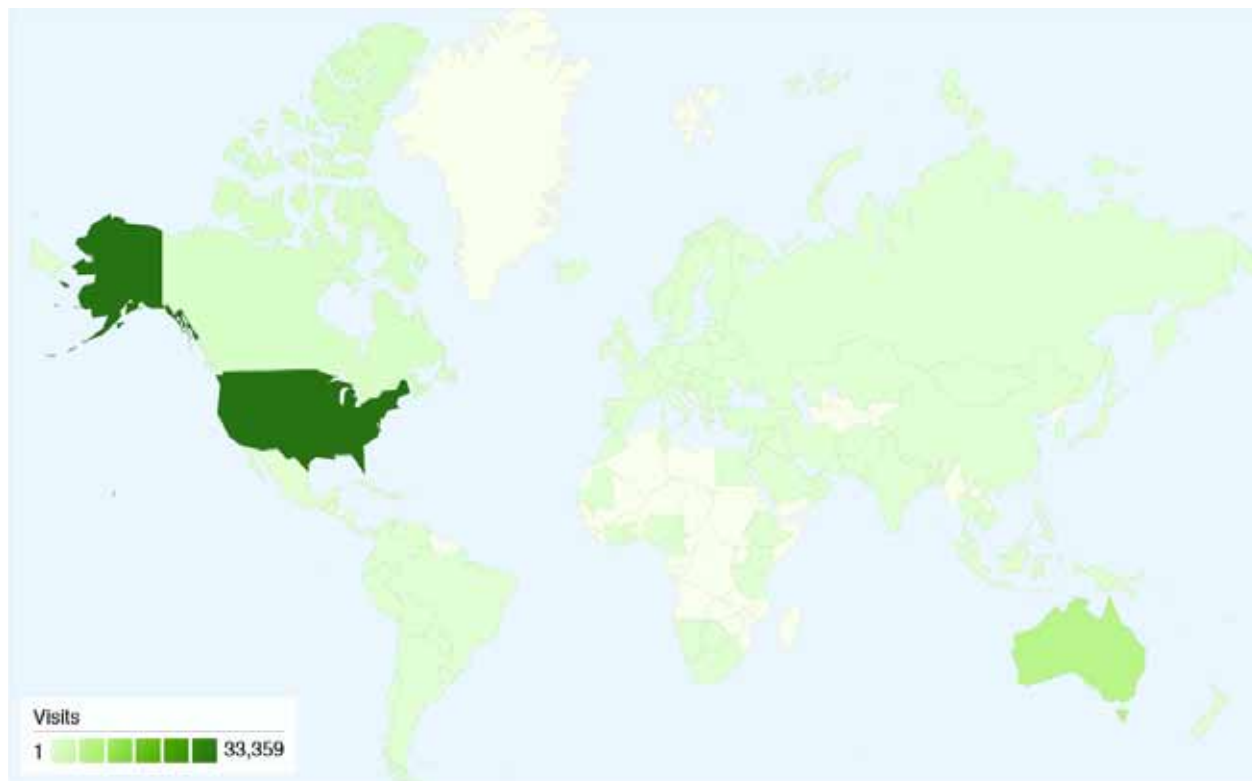


## Visits to www.usafl.com from Jan 1, 2010 – Dec 31, 2010

(The flat line indicates time of hosting at usfooty.com prior to launching usafl.com on June 14).



## Geographical representation of visitors



43,720 visits came from 127 countries/territories

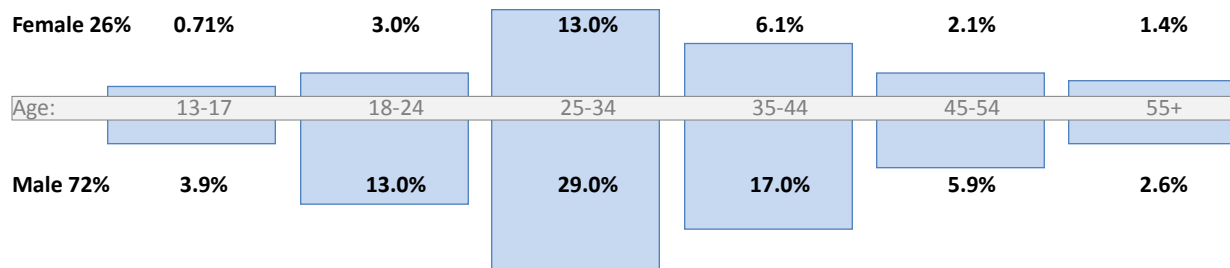
Site Usage				
<b>Visits</b> <b>43,720</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>3.87</b> Site Avg. 3.87 (0.00%)	<b>Avg. Time on Site</b> <b>00:03:28</b> Site Avg. 00:03:28 (0.00%)	<b>% New Visits</b> <b>51.00%</b> Site Avg. 50.95% (0.11%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits
United States	33,359	3.74	00:03:23	45.23%
Australia	7,175	4.66	00:04:09	69.78%
Canada	1,196	4.11	00:03:08	49.92%
United Kingdom	498	3.13	00:02:35	70.88%
France	144	1.42	00:00:13	100.00%
Ireland	116	2.82	00:03:16	71.55%
Germany	88	2.83	00:01:29	82.95%
Italy	65	4.46	00:03:15	61.54%
Japan	64	5.83	00:03:04	92.19%



## Social Media

Along with the launch of the new USAFL website, the League also reached out to modern methods of communication with it's members and followers through Social Media networks such as Facebook and Twitter.

By December 31, 2010 the Facebook page ([www.facebook.com/usافل](http://www.facebook.com/usافل)) had reached almost 1,000 fans. These USAFL Facebook Fans are from not only the USA and Australia, but also Canada, Italy, India and more. The diagram below displays the approximate demographic of the USAFL "Fans".



The USAFL Twitter Account (@USAFL1997) grew to over 100 fans in the first few months. A large number of USAFL Clubs also own and maintain Twitter and Facebook accounts.

[facebook.com/usافل](http://facebook.com/usافل)



The USAFL Facebook fan page grew quickly to almost 1,000 fans between July and December.

[twitter.com/USAFL1997](http://twitter.com/USAFL1997)



The USAFL Twitter page grew to around 200 followers since between July and December.





## *Financial Management*

The USAFL is a 501(c)(3) not-for-profit organization that maintains its books on a cash basis. The primary sources of revenue are from the annual AFL Grant, dues from member clubs, individual player memberships, and several sponsorships in relation to the National Championships. The primary expenses each year are a mix of training, supporting, and education functions, all in accordance with the League's core programs and the primary events of that "footy" year in the United States. Each year at the USAFL Annual General Meeting, the Treasurer outlines the financial report of the prior year, and the status of the year at hand at that time.

The organization is also the financial record keeper of all of the events associated with the League including such events as the National Championships, and training courses. The financial philosophy of the League is that events are to be self-funding where possible. In 2010, the League continued to benefit from the enhanced cash management procedure and process put in place in prior years to solidify financial functions. This includes the continued employment of a part-time accountant and the ongoing implementation and enhanced internal controls to optimize the capability of our Accounting software for the overall benefit of the League. Simply put, the League is growing financially and is consistently optimizing its fiscal resources.

We are confident that the numbers, as presented, reflect that the League is in solid financial shape, subject to the continuation of funding by the AFL. Each year to comply with US tax requirements, the League submits audited financials to an external Accounting firm, and is required to report to the US Internal Revenue Service (IRS). Statements are attached that show the Balance Sheet as of 12/31/10 and the Revenues and Expenses of 2010 that were run through the League's books, and are prepared pre-submission to the IRS.

The USAFL 2010 financial statements are presented on the following pages.





## 2010 USAFL Balance Sheet

As of December 31, 2010

<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
BofA, Missouri	63,566.67
USBank - 1813	1,471.34
<b>Total Bank Accounts</b>	<b>\$65,038.01</b>
<b>Accounts receivable</b>	
Accounts Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$ -</b>
<b>Other Current Assets</b>	
Other Receivables	0.00
Prepaid Insurance	0.00
Store Merchandise	0.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$ -</b>
<b>Total Current Assets</b>	<b>\$65,038.01</b>
<b>TOTAL ASSETS</b>	<b>\$65,038.01</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$ -</b>
<b>Credit Cards</b>	
Credit Card	0.00
<b>Total Credit Cards</b>	<b>\$ -</b>
<b>Other Current Liabilities</b>	
<b>Other Accruals</b>	
	0.00
<b>Total Other Current Liabilities</b>	<b>\$ -</b>
<b>Total Current Liabilities</b>	<b>\$ -</b>
<b>Total Liabilities</b>	<b>\$ -</b>
<b>Equity</b>	
Opening Balance Equity	13,166.47
Retained Earnings	38,175.53
Net Income	13,696.01
<b>Total Equity</b>	<b>\$65,038.01</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$65,038.01</b>





## 2010 USAFL Profit and Loss Statement

<b>INCOME</b>	
1050 Capital Donations	68,435.00
1250 Donations	3.63
1375 Membership Dues - Clubs	10,150.00
1380 Membership Dues - Players	
1380-1 Unknown - Club	2,795.00
1380-10 Columbus Jackaroos	1,920.00
1380-11 Dallas Magpies AFC	1,780.00
1380-12 Denver Bulldogs AFC	3,605.00
1380-13 Florida United	1,290.00
1380-14 Golden Gate Roos	1,445.00
1380-15 Kansas City Power FC	1,970.00
1380-16 Las Vegas Gamblers	650.00
1380-17 Louisville FC	830.00
1380-18 Milwaukee Bombers ARFC	1,835.00
1380-19 Minnesota Freeze	2,220.00
1380-2 Arizona Hawks Football Club	1,100.00
1380-20 Nashville Kangaroos	2,050.00
1380-21 New York Magpies	4,030.00
1380-22 North Carolina Tigers FC	1,835.00
1380-23 OC Bombers	1,710.00
1380-24 Philly Hawks ARFC	1,670.00
1380-26 Portland Power AFC	1,325.00
1380-27 San Diego Lions FC	1,320.00
1380-28 Seattle Grizzlies	1,515.00
1380-3 Atlanta Kookaburras Inc	1,625.00
1380-30 St. Louis Blues FC	680.00
1380-31 Calgary Kangaroos	1,425.00
1380-33 Sacramento	550.00
1380-34 Des Moines Roosters	830.00
1380-35 Calgary Kookaburras	900.00
1380-36 Central Canadian Blues	300.00
1380-4 Austin Crows	1,565.00
1380-5 Baltimore/Washington Eagles FC	2,505.00
1380-6 Baton Rouge FC	40.00
1380-7 Boston Australian Rules FC	2,200.00
1380-8 Chicago United	1,810.00
1380-9 Cincinnati Australian Football Club	700.00
<b>Total 1380 Membership Dues - Players</b>	<b>\$ 52,025.00</b>
1400 Merchandise	8,350.99
1480 Royalties & Commissions	126.87
1600 Sales of Merchandise - Other	5,007.63
1650 Sales of Merchandise - Clothing	309.00
1700 Sales of Merchandise - Footballs	4,479.75
1800 Sponsorships	42,451.37
1850 Administration Charges	2,675.00
<b>Total Income</b>	<b>\$194,014.24</b>



<b>COST OF GOODS SOLD</b>	
3700 Costs of Merchandise	517.73
3750 Costs of Merchandise - Clothing	8,106.66
3800 Costs of Merchandise - Footballs	7,538.85
4850 Shipping, Packaging & Handling	(382.71)
<b>Total Cost of Goods Sold</b>	<b>\$ 15,780.53</b>
<b>Gross Profit</b>	<b>\$178,233.71</b>
<b>EXPENSES</b>	
3050 Airfare	1,164.65
3150 Bank Charges	363.30
3250 Board Retreat	4,692.47
3450 Computer Services	2,575.39
3950 Dues & Subscriptions	223.36
4000 E-Commerce (USFooty.com)	1,636.80
4050 E-Commerce (USFootyStore.com)	120.00
4300 Grant Expense	32.00
4350 Hotel / Meals	1,190.36
4400 Insurance	5,350.00
4450 Legal & Professional Fees	1,820.00
4650 Office Supplies	2,255.35
4700 Postage	1,191.69
4750 Promotion & Advertising	499.77
4875 Rent or Lease	2,408.00
5000 Storage	2,533.02
5050 Telephone / Fax	700.00
5100 Trophies	2,269.29
5200 Umpires & Officials	9,411.55
5250 Visa Transaction Costs	1,849.07
5300 Wages & Commissions	39,690.94
Commissions & Fees	1,218.77
Juniors - Expenses	1,209.60
Nationals	38,754.41
USA Revolution Expenses	1,522.91
Travel	975.02
USA Freedom Expense	5,171.32
Web Hosting	21,502.85
<b>Total Expenses</b>	<b>\$152,331.89</b>
<b>Net Operating Income</b>	<b>\$ 25,901.82</b>
<b>OTHER INCOME</b>	
5500 Interest Earned	8.19
<b>Total Other Income</b>	<b>\$ 8.19</b>
<b>OTHER EXPENSES</b>	
4600 Miscellaneous	2,367.02
6010 Prior Year Unrecorded Expenses	9,846.98
<b>Total Other Expenses</b>	<b>\$ 12,214.00</b>
<b>Net Other Income</b>	<b>\$ (12,205.81)</b>
<b>Net Income</b>	<b>\$ 13,696.01</b>



## 2011 USAFL Contact Details

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**Mailing Address:** 1223 W. Main Street, #269, Sun Prairie, WI 53590

**Telephone:** +1 87-222-USAFL (87235)

**Website:** [www.usafl.com](http://www.usafl.com)

### Executive Board

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Richard Mann	President	<a href="mailto:president@usafl.com">president@usafl.com</a>
Jim Martin (nominated)	Secretary	<a href="mailto:secretary@usafl.com">secretary@usafl.com</a>
Andrea Casillas (current)	Secretary	<a href="mailto:secretary@usafl.com">secretary@usafl.com</a>
Adam Coleman	Treasurer	<a href="mailto:treasurer@usafl.com">treasurer@usafl.com</a>
Mike Sheppard	VP East	<a href="mailto:vpeast@usafl.com">vpeast@usafl.com</a>
Chet Ridenour	VP Central	<a href="mailto:vpcentral@usafl.com">vpcentral@usafl.com</a>
Andy Vanica	VP West	<a href="mailto:vpwest@usafl.com">vpwest@usafl.com</a>
Jeff Persson	Member At Large	<a href="mailto:memberatlarge@usafl.com">memberatlarge@usafl.com</a>

### Program Coordinators

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Seth McElvaney	National Umpire Director	<a href="mailto:umpiring@usafl.com">umpiring@usafl.com</a>
Andrea Cassillas	Womens Football	<a href="mailto:womens@usafl.com">womens@usafl.com</a>
Denis Ryan	USAFL Kids Coordinator	<a href="mailto:juniors@usafl.com">juniors@usafl.com</a>
Michael Beaver	Webmaster	<a href="mailto:webmaster@usafl.com">webmaster@usafl.com</a>
Paul O'Keefe (nominated)	International Liaison	<a href="mailto:international@usafl.com">international@usafl.com</a>
Andy Vanica (current)	International Liaison	<a href="mailto:international@usafl.com">international@usafl.com</a>

### National Coaches/Staff

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Matt Bishop	Revolution Head Coach	<a href="mailto:revolutioncoach@usafl.com">revolutioncoach@usafl.com</a>
Matt Jagger	Revolution Manager	<a href="mailto:revolution@usafl.com">revolution@usafl.com</a>
BJ Gambaro	Revolution Manager	<a href="mailto:revolution@usafl.com">revolution@usafl.com</a>
Leigh Barnes	Freedom Head Coach	<a href="mailto:freedomcoach@usafl.com">freedomcoach@usafl.com</a>
Amy Bishop	Freedom Manager	<a href="mailto:freedom@usafl.com">freedom@usafl.com</a>

### Advisory Boards

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Tony Fairhead	Australian Advisory Board	<a href="mailto:australianadvisory@usafl.com">australianadvisory@usafl.com</a>
Laurence Gratton	US Advisory Committee	<a href="mailto:usadvisory@usafl.com">usadvisory@usafl.com</a>

### USAFL Staff

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Amy Bishop	Communications Manager	<a href="mailto:communications@usafl.com">communications@usafl.com</a>
Horacio Guterrez	Accountant	<a href="mailto:accountant@usafl.com">accountant@usafl.com</a>