

# UNITED STATES AUSTRALIAN FOOTBALL LEAGUE

# 2013 Annual Report



usafl.com

# ≈ TABLE OF CONTENTS

| 2013 President's Address            | 3  |
|-------------------------------------|----|
| USAFL Structure                     | 5  |
| National Championships              | 6  |
| 2013 Volunteer Roster               | 6  |
| Executive Board Members             | 6  |
| Program Coordinators                | 6  |
| USA Revolution Coaching Staff       | 6  |
| USA Freedom Coaching Staff          | 6  |
| USAFL Awards                        | 7  |
| Life Membership                     | 7  |
| Excellence in Administration Awards | 7  |
| National Tournament                 | 8  |
| Division I Results                  | 11 |
| Women's Division Results            | 13 |
| Division II Results                 | 15 |
| Division III Results                | 17 |
| Division IV Results                 | 19 |
| The "49th Parallel" Cup             | 21 |
| USA Revolution Results              | 21 |
| Men's Development Results           | 22 |
| USA Freedom Results                 | 22 |
| Women's Development Game            | 23 |
| Revolution Year in Review           | 27 |
| Women's Footy Year in Review        | 28 |
| 2nd Annual AFL US Combine           | 29 |
| Umpires Report                      | 31 |
| Communications Report               | 33 |
| Financial Management                | 36 |
| 2014 USAFL Contact List             | 30 |

Cover Photo: USAFL Club Captains at 2013 USAFL National Tournament

Photographer: Amy Bishop

### ≈ 2013 PRESIDENT'S ADDRESS

During 2013, the USAFL Executive Board focused on instituting best practices for non-profits and creating systems to uphold league rules and regulations/policies. While the league hovers around 1,000 annual members, the USAFL is advancing as an organization. As a better organization we can be poised for more league growth. We must have one before the other.

The past 24 months board activities focused on the non-profit aspect of the league ensuring the organization is well prepared to answer the IRS if an audit occurred.

These activities included:

- Creation of standard policies and procedures in a formalized and consolidated manner
- An internal review of the USAFL Constitution
- Completing annual tax returns to ensure our 501(c)(3) status is maintained
- Organization and public posting of all relevant documents at http://usafl.com/organization-documents

- Creation of a board handbook detailing all league policies, procedures, and roles
- Transition and organization of league documents to Google Drive for enterprise management.

While not officially, participation numbers have continued to grow at a local level with metro and co-ed leagues across the country. Golden Gate, Portland, Baltimore-Washington, and Chicago are examples of strong metro communities and recently, co-ed leagues have formed in Sacramento, Denver, and Columbus. The National Tournament continues to be the marquee event of the USAFL season with close to 1,000 participants over the two-day period. Full 18-a-side matches are now being played in three men's and one women's division. The Masters v. Legends Alumni game at Nationals, in its second year, is proving to be a popular event and looks towards future expansion. The introduction of the League Management System (LMS) helps track the participation and provides transparency for all teams and players.

The USAFL organized all aspects of the AFL com-



bines in Los Angeles and is looking at the 3rd event in 2014. Three athletes have signed international contracts with AFL clubs signifying a turning point in international recruitment. The Revolution and Freedom continue their participation at an international level and are preparing for the 2014 International Cup in Melbourne.

From a marketing standpoint, the USAFL and Fox Sports (formerly Fox Soccer Plus) entered into a partnership allowing the league to have its first national advertisement played during games broadcast on Fox Sports. The league is looking to capitalize on the American athletes at AFL combines and AFL teams.

The biggest challenge facing the league is official participation and registration. Both are important for reporting purposes showing growth of the game, revenue, and insurance coverage. The 2013 board worked to uphold rules and regulations that clubs have adopted over the past 16 years. However, the current model of registration does not encourage growth outside of the National Tournament.

This year marks the end of my tenure for the USAFL Executive Board. It's been an honor and a challenge, but most importantly, fun. Aussie Rules is my passion and created wonderful opportunities otherwise not available. This game was the common hobby that brought my wife and I together in 2007, and having the chance to give back has been amazing. The above accomplishments were truly a team effort, and I want to thank the Executive Board from the last two years for their time, dedication, and love for the sport. Specifically, I would like to thank Paul O'Keeffe, Kathryn Hogg, Adam Coleman, Andrea Casillas, and Keith Nelson: I am thankful for the friendship that developed through the work. A final thank you to the person most deserving, Doren James. Your work continues to keep the league operating and much of the success is due to your endless efforts.

I wish the 2014 Executive Board luck and believe the league is headed in a good direction as we end 2013 and move into the next year.

Respectfully,

Andy Vanica, President

UNITED STATES AUSTRALIAN FOOTBALL LEAGUE

### ≈ USAFL STRUCTURE

The first match between two US 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 US National Tournament in Cincinnati, Ohio.

The USAFL is a grass roots, 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 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 34 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 four paid employees, Operations Manager, Communications Manager and Webmaster. 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 also 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 competitions apart from the overall organization of the USAFL. These 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.

### 2013 Volunteer Roster

### **Executive Board Members**

- Andy Vanica, President
- Mike Sheppard, Eastern Region Vice President
- Andrew Werner, Central Region Vice President
- Brandon Blankenship, Western Region Vice President
- Andrea Casillas, Secretary
- Keith Nelson Treasurer
- Kathryn Hogg, Member At Large

### **Program Coordinators**

- Jeff Persson, Umpire Director
- Andrea Casillas, Women's Development

### **USA Revolution Coaching Staff**

- Matt Bishop, Head Coach
- Denis Ryan, Assistant Coach
- Jason Becker, Assistant Coach
- Dan Sarbacker, Development Coach
- Greg Borchardt, Team Manager
- Steve Budrick. Head Trainer

### **USA Freedom Coaching Staff**

- Leigh Barnes, Head Coach
- Troy Anthony, Assistant Coach
- Dale Williams, Assistant Coach
- John Ironmonger, Assistant Coach
- Amy Bishop, Team Manager
- Steve Budrick, Head Trainer

# ≈ USAFLAWARDS

# **Life Membership**

This year the USAFL awarded Life Membership to Kathryn "Kat" Hogg for her critical role in establishing women's football in the United States and her tireless dedication to the advancement of opportunities for women across the league. Kat has been an integral part of the development of footy in the US for both women and men. She founded the Minnesota Freeze Football Club and has been a player since 2003. She was the leading driver behind the current day women's competition in the USAFL and was responsible for making the women's division a part of the USAFL Nationals. Kat represented the USA Freedom at all events since the teams inception up to and including the 2011 International Cup and has played more than 100 games in her footy career.

Life Membership of the USAFL is a recognition of an individuals excellent service to football in the USA. It is given for a combination of service beyond normal expectations, tenure and specific skills that has a National development component.



### **Excellence in Administration Awards**



Each year selected USAFL leaders are recognized for their contributions to the overall development of the league. The awards are named in honor of USAFL Founder and Hall of Fame member, Paul "Plugger" O'Keeffe.

Congratulations to Kathryn Hogg who was awarded for her leadership and development of women's football.

Congratulations also go to Nick Wirth, Portland Steelheads President who was award-

ed and recognized for his leadership and tireless efforts in the growth of his club. All recipients exemplify the work that is done off the field to ensure the game proceeds on it.



### ≈ NATIONAL TOURNAMENT

#### **DIVISION 1**

For the first time in USAFL history, the host city's home team won the Division 1 Championship. The Austin Crows played a hard fought match against the Calgary Kangaroos to take out the title by only 1 point - 4.2.26 to 4.1.25. This was the Crows first year in Division 1 and the match will be remembered as one of the best grand finals played in USAFL history.

#### **WOMEN'S DIVISION**

This year, a Cinderella story emerged. San Francisco who attended the 2012 Nationals as a combined team proved that dedication and focus were key and played Denver in the Grand Final. This was a feat in itself. The Grand Final game highlighted the skill that has evolved amongst players throughout the league. Denver remained composed and strategic as they played. San Francisco responded with courage and resolve usually only seen in veteran teams. Denver's composure proved to be key and they became a dynasty winning their fourth consecutive National Championship.

#### **DIVISION 2**

The Division 2 final was a credit to the growth of the league in recent years with two relatively young clubs, the LA Dragons and Columbus Jackaroos competing for the title. The Jackaroos, who joined the Division 2 ranks for the first time in the club's short history beat the LA Dragons convincingly 5.5.35 to 1.6.11.

#### **DIVISION 3**

The Houston Lonestars and the Sacramento Suns headlined the Division 3 final with both teams competing in only their second ever Nationals tournament. The Lonestars defeated the Suns 3.5.23 to 0.1.1.

#### **DIVISION 4**

The North Carolina Tigers, one of the older clubs in the league took on the combined Ohio Valley/Milwau-





# $\frac{\text{UNITED STATES AUSTRALIAN FOOTBALL LEAGUE // 2013 Annual Report //}{A \ 501(c)3 \ Not-For-Profit Organization}$



kee team in the Final. The combined Ohio Valley powerhouse came away with the win 8.4.52 to 4.7.31.

In addition to the main competition, AFL guests Tony Woods and Nick Riewoldt (Captain of the St. Kilda Saints), plus international rookies Eric Wallace (North Melbourne Kangaroos), Jason Holmes (St Kilda Saints) and Patrick Mitchell (Sydney Swans) all participated in the weekend's events. The highlight of their involvement was the Alumni match between the USAFL Masters and Legends. Woods pulled on a jumper for the Masters team and



Riewoldt and the rookies all coached the teams from the sideline. A good time was definitely had by all.

The Subiaco Football Club of the Western Australia Football League (WAFL) also attended Nationals to learn more about the USAFL and provide additional support on the weekend. The club coaches conducted a coach-



ing clinic on the Friday and the players helped with umpiring duties. They also held an exhibition match Sunday afternoon that included any USAFL players who were interested in getting in another game. A number of USA Revolution players participated in this game and Revolution Vice Captain Andrew 'Tiger' Werner managed to make an impression on the visitors from Western Australia being named Best On Ground.

Overall the weekend was a huge success and will go down in the record books as one of the best tournaments yet. None of it would have been possible without the leadership of Doren James, National Tournament Director, the Executive Board

and the dedicated support of countless volunteers. The USAFL would also like to thank the Austin Sports Commission and Executive Director, Matthew Payne who was instrumental in making Austin a memorable tournament for all the players and supporters.

# More information? Doren James, National Tournament Director nationals@usafl.com

Masters vs. Legends



# **Division I Results**





#### **CALGARY KANGAROOS**

| GOALS | BEHINDS | TOTALS | GOALS | BEHINDS | TOTALS |
|-------|---------|--------|-------|---------|--------|
| 4     | 2       | 26     | 4     | 1       | 25     |

#### FINAL LADDER

| Played | Won                   | Lost                    | Tied  | Points<br>For   | Points<br>Against           | %  | Points                                   |
|--------|-----------------------|-------------------------|---|---|-----------------------------|--|--|
|        |                       |                         |   |   |                             |  |  |
| 3      | 3                     | 0                       | 0   | 143   | 18                          | 794                                      | 12                                       |
| 3      | 2                     | 1                       | 0   | 112   | 50                          | 224                                      | 8  |
| 3      | 1                     | 2                       | 0   | 40  | 135                         | 29                                       | 4  |
| 3      | 0                     | 3                       | 0   | 34  | 126                         | 26                                       | 0  |
|        |                       |                         |   |   |                             |  |  |
| 3      | 3                     | 0                       | 0   | 146   | 22                          | 663                                      | 12                                       |
| 3      | 2                     | 1                       | 0   | 78  | 46                          | 169                                      | 8  |
| 3      | 1                     | 2                       | 0   | 48  | 102                         | 47                                       | 4  |
| 3      | 0                     | 3                       | 0   | 48  | 150                         | 32                                       | 0  |
|        | 3<br>3<br>3<br>3<br>3 | 3 3 3 3 1 3 3 3 3 2 3 1 | 3 3 0<br>3 2 1<br>3 1 2<br>3 0 3<br>3 3 0<br>3 2 1<br>3 1 2 | 3 3 0 0 0 3 1 2 0 3 0 0 3 3 2 1 0 3 1 2 0 3 1 2 0 0 3 1 0 0 0 1 1 0 1 0 1 0 1 0 1 0 1 0 | Standard   Cost   For   For | Second Played   Won   Lost   For Against | Played   Won   Lost   For   Against   96 |



# **Division I Award Winners**





GEOFF CANN MEDAL FOR MVP IN FINAL

Chris Samata, Austin Crows



COOPERS MEDAL FOR MOST CONSISTENT

Ben Carpenter-Nwanyanwu, Austin Crows

HAYDEN KENNEDY MEDAL FOR GRAND FINAL UMPIRING

Ross McLaren Steve Arnott



# **Women's Division Results**





#### SAN FRANCISCO IRON MAIDENS

| GOALS | BEHINDS | TOTALS | GOALS | BEHINDS | TOTALS |
|-------|---------|--------|-------|---------|--------|
| 3     | 7       | 25     | 0     | 0       | 0      |

#### FINAL LADDER

| Team                       | Played | Won | Lost | Tied | Points<br>For | Points<br>Against | %   | Points |
|----------------------------|--------|-----|------|------|---------------|-------------------|-----|--------|
| Pool A                     |        |     |      |      |               |                   |     |        |
| Denver Lady Bulldogs       | 3      | 3   | 0    | 0    | 145           | 17                | 852 | 12     |
| Calgary Kookaburras        | 3      | 2   | 1    | 0    | 62            | 53                | 116 | 8      |
| Minnesota Freeze White     | 3      | 1   | 2    | 0    | 21            | 87                | 24  | 4      |
| Pool B                     |        |     |      |      |               |                   |     |        |
| San Francisco Iron Maidens | 3      | 3   | 0    | 0    | 64            | 8                 | 800 | 12     |
| Minnesota Freeze Women     | 4      | 2   | 2    | 0    | 103           | 73                | 141 | 8      |
| Sacramento Lady Suns       | 4      | 1   | 3    | 0    | 42            | 114               | 36  | 4      |
| New York Lady Magpies      | 4      | 0   | 4    | 0    | 33            | 118               | 27  | 0      |

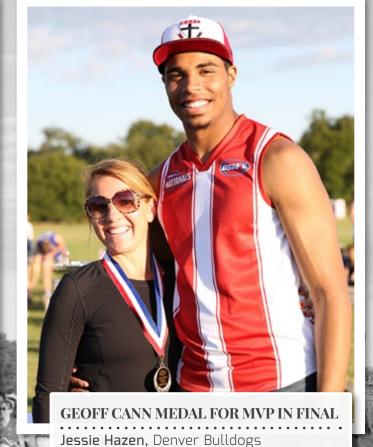


# **Women's Division Award Winners**



PAUL ROOS MEDAL FOR BEST & FAIREST (2-WAY TIE)

Alexa Blatnick, Sacramento Suns Jessica Estrada, San Francisco Iron Maidens



HAYDEN KENNEDY MEDAL FOR GRAND FINAL UMPIRING

Seth McElvaney Christian Leyva

COOPERS MEDAL FOR MOST CONSISTENT

Vacated

# **Division II Results**





### **COLUMBUS JACKAROOS**

#### LOS ANGELES DRAGONS

| GOALS | BEHINDS | TOTALS | GOALS | BEHINDS | TOTALS |
|-------|---------|--------|-------|---------|--------|
| 5     | 5       | 35     | 1     | 6       | 11     |

#### FINAL LADDER

| Team                            | Played | Won | Lost | Tied | Points<br>For | Points<br>Against | %   | Points |
|---------------------------------|--------|-----|------|------|---------------|-------------------|-----|--------|
| Pool A                          |        |     |      |      |               |                   |     |        |
| Columbus Jackaroos              | 3      | 3   | 0    | 0    | 148           | 45                | 328 | 12     |
| Minnesota Freeze                | 3      | 2   | 1    | 0    | 92            | 56                | 164 | 8      |
| Baltimore-Washington Eagles     | 3      | 1   | 2    | 0    | 52            | 119               | 43  | 4      |
| New York Magpies                | 3      | 0   | 3    | 0    | 54            | 126               | 42  | 0      |
| Pool B                          |        |     |      |      |               |                   |     |        |
| Los Angeles Dragons             | 3      | 3   | 0    | 0    | 134           | 25                | 536 | 12     |
| Fort Lauderdale Fighting Squids | 3      | 2   | 1    | 0    | 56            | 65                | 86  | 8      |
| Chicago Swans                   | 3      | 1   | 2    | 0    | 44            | 61                | 72  | 4      |
| Boston Demons                   | 3      | 0   | 3    | 0    | 19            | 102               | 18  | 0      |



# **Division II Award Winners**



# PAUL ROOS MEDAL FOR BEST & FAIREST (4-WAY TIE)

Ben McIntosh, Minnesota Freeze Kevin O'Brien, Columbus Jackaroos Thomas Graham, Boston Demons Anthony Martin, Los Angeles Dragons



#### GEOFF CANN MEDAL FOR MOST CONSISTENT

Stephen Fashant, Minnesota Freeze

### COOPERS MEDAL FOR MVP IN FINALS

Eoin McClintock, Columbus Jackaroos

# HAYDEN KENNEDY MEDAL FOR GRAND FINAL UMPIRING

Greg Everett Jonathan Mills



# **Division III Results**



### **HOUSTON LONESTARS**



#### **SACRAMENTO SUNS**

| GOALS | BEHINDS | TOTALS | GOALS | BEHINDS | TOTALS |
|-------|---------|--------|-------|---------|--------|
| 3     | 5       | 23     | 0     | 1       | 1      |

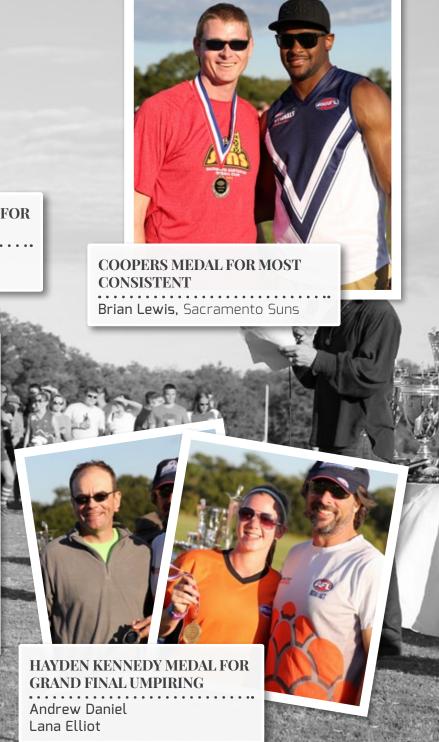
#### FINAL LADDER

| Team                | Played | Won | Lost | Tied | Points<br>For | Points<br>Against | %   | Points |
|---------------------|--------|-----|------|------|---------------|-------------------|-----|--------|
| Pool A              |        |     |      |      |               |                   |     |        |
| Sacramento Suns     | 3      | 3   | 0    | 0    | 122           | 39                | 312 | 12     |
| Philadelphia Hawks  | 3      | 2   | 1    | 0    | 123           | 58                | 212 | 8      |
| Des Moines Roosters | 3      | 1   | 2    | 0    | 87            | 88                | 98  | 4      |
| Austin Crows        | 3      | 0   | 3    | 0    | 13            | 160               | 8   | 0      |
| Pool B              |        |     |      |      |               |                   |     |        |
| Houston Lonestars   | 3      | 2   | 1    | 0    | 92            | 53                | 173 | 8      |
| Portland Steelheads | 3      | 2   | 1    | 0    | 88            | 60                | 146 | 8      |
| San Diego Lions     | 3      | 2   | 1    | 0    | 63            | 70                | 90  | 8      |
| Kansas City Power   | 3      | 0   | 3    | 0    | 59            | 119               | 49  | 0      |



# **Division III Award Winners**







GEOFF CANN MEDAL FOR MVP IN FINAL

Saleh Tyebjee, Sacramento Suns

# **Division IV Results**











#### MILWAUKEE/OHIO RIVER VALLEY

#### NORTH CAROLINA TIGERS

| GOALS | BEHINDS | TOTALS | GOALS | BEHINDS | TOTALS |
|-------|---------|--------|-------|---------|--------|
| 8     | 4       | 52     | 4     | 7       | 31     |

#### FINAL LADDER

| Team                        | Played | Won | Lost | Tied | Points<br>For | Points<br>Against | %   | Points |
|-----------------------------|--------|-----|------|------|---------------|-------------------|-----|--------|
| Pool A                      |        |     |      |      |               |                   |     |        |
| North Carolina Tigers       | 3      | 3   | 0    | 0    | 156           | 30                | 520 | 12     |
| Denver Bulldogs B           | 3      | 2   | 1    | 0    | 164           | 86                | 190 | 8      |
| Tulsa Buffaloes             | 3      | 1   | 2    | 0    | 66            | 130               | 50  | 4      |
| Minnesota Freeze B          | 3      | 0   | 3    | 0    | 36            | 176               | 20  | 0      |
| Pool B                      |        |     |      |      |               |                   |     |        |
| Cincinnati Dockers          | 3      | 3   | 0    | 0    | 153           | 56                | 273 | 12     |
| Golden Gate Roos            | 3      | 2   | 1    | 0    | 104           | 84                | 123 | 8      |
| Atlanta Kookaburras         | 3      | 1   | 2    | 0    | 54            | 84                | 64  | 4      |
| Baltimore-Washington Eagles | 3      | 0   | 3    | 0    | 63            | 150               | 42  | 0      |



# **Division IV Award Winners**



# PAUL ROOS MEDAL FOR BEST & FAIREST (2 WAY TIE):

Eric Floyd, Ohio Valley Aaron Summers, Denver Bulldogs

COOPERS MEDAL FOR MOST CONSISTENT

Dustin Brasel, Tulsa Buffaloes

GEOFF CANN MEDAL FOR MVP IN FINAL

Dan Morrison, Milwaukee Bombers

HAYDEN KENNEDY MEDAL FOR GRAND FINAL UMPIRING

Brian Dunkin & Anthony Hendrie





### ≈ THE "49TH PARALLEL" CUP



In August the USAFL and AFL Canada renewed their rivalry at the annual 49th Parallel Cup held in Edmonton, Alberta. The event is held in each of the two years prior to an AFL International Cup year and features four matches: USA Revolution vs. Canada Northwind, USA Freedom vs. Canada Northern Lights and both a men and women's development match. The USA Revolution dominated in a competitive match coming out with a 31 point victory. The men's development squad tied in a well fought match. The women's teams unfortunately did not come away with a win.

### **USA Revolution Results**



The team travelled well with almost a full complement and could have been considered one of the best squads to travel to Canada. The boys played like it in the first quarter, managing to go into quarter time with a 15 point lead, despite kicking into a strong wind.

The Revolution were kicking with the wind in the second quarter and made the most of their opportunities slamming home 5 goals to go into half time with a 47 point lead.

The Revolution coaching staff have worked hard to develop a game plan that gives the team the greatest chance for success at the 2014 AFL International Cup. The team did their best to implement this plan during

the match and the first half showed that there is great potential. However, the intensity and adherence to the plan dropped away in the second half, which resulted in scoring only 2 goals and 2 behinds while allowing 4 goals and 6 behinds. The Revolution eventually won the game by 31 points.

#### **USA REVOLUTION VS. CANADA NORTHWIND SCORE:**

| QTR | <b>USA REVOLUTION</b> | CANADA NORTHWIND |
|-----|-----------------------|------------------|
| 1   | 3.3.21                | 1.0.6            |
| 2   | 8.5.53                | 1.0.6            |
| 3   | 9.6.60                | 3.0.18           |
| 4   | 10.7.67               | 5.6.36           |

**Revolution Goals:** Werner (3), Ward (3), Fischer (2), Hansen, Sears **Revolution Best:** Mergen, Tyebjee, Stanley, Ridenour, Ward, Werner



### **Men's Development Results**



A development squad also travelled to Edmonton and proved that there is some up and coming talent within the USAFL. The aim is to fill the development squad with players under the age of 25, but a couple of older players were needed to fill the team out. The majority of the team were younger, inexperienced players. They came up against a more experienced Canadian development squad and in an exciting game finished in a draw.

# **USA Freedom Results**



Leading up the Parallel Cup, the Freedom held a training camp in San Francisco, California inviting all players interested in participating. The response was overwhelming. A record number of over 70 players attended allowing the Freedom to commit to also bring the development squad, the Liberty, to Canada. Even though both teams lost hard fought battles, players who had previously played under the radar were given the spotlight to showcase their skills.

#### **MEN'S DEVELOPMENT SCORE:**

| QTR | USA    | CANADA |
|-----|--------|--------|
| 1   | 0.4.4  | 1.1.7  |
| 2   | 2.5.17 | 1.1.7  |
| 3   | 2.8.20 | 3.2.20 |
| 4   | 2.8.20 | 3.2.20 |

**USA Dev. Squad Goals:** E. Lemkau, Dougherty **USA Dev. Squad Best:** Levesque, E. Lemkau, C. Lemkau, Wallach, Furlong, McClure





The Freedom marched onto the field to take on our arch rivals in Canada on their home turf, hoping to defend the crown we so gallantly won in Ohio the previous year. However, Canada had other ideas and jumped out of the box to set up an early commanding lead and did not surrender that advantage for the rest of the game. It would be fair to say that Canada outplayed us, both on the field and on the sidelines but it would also be prudent to add that it was really "just one of those days", all teams have them and we had a beauty. At no time did we stop trying to turn the game around and we did run it out to the bitter end. Almost immediately after the game, we addressed some of the on and off field issues we had with the game and put this one behind us. From this game, we have restructured our game plan to better prepare us for the future, in particular the IC in August and I think the training camp in Houston this year has really moved us to have a better understanding of what it will take to compete in the IC, a challenge I believe we have wholeheartedly thrown ourselves into.

Full credit to Canada for retaking the Parallel Cup, but we have put this behind us, taken out the positives of this game and have refocused on taking our squad to Melbourne and to proudly fly the colors of our Country while representing the might Freedom and Liberty, bring it on



#### **USA FREEDOM VS. NORTHERN LIGHTS SCORE:**

| QTR      | USA   | CANADA  |
|----------|-------|---------|
| Fulltime | 0.1.1 | 13.8.86 |

### **Women's Development Game**



#### **QUARTER 1**

Kicking to the scoring end; down hill and with the wind behind them, Canada got off to a good start right from the first bounce with a nice clearance deep into their forward line.

From there Canada continually applied pressure as The Liberty struggled with the wind and the Canadian wall, until they eventually scored a major.

After the first 5 minute onslaught the Liberty settled down a bit and stymied the flow as they started matching Canada's intensity at the ball. A result of that was some unfortunate injuries to defenders Pack and Salmon, the latter at the hands of a reckless sling tackle which ended her day. At the first break the Liberty felt buoyed to be only trailing by 11 points and looked forward to having their crack at the scoring end.

#### **OUARTER 2**

The move of Shelton to the mid-field paid off immediately with The Liberty's first foray into their forward line not long after the start of the second quarter.



Canada was equal to the task though and did a good job pushing the play to the dead pocket. The Liberty's Nicole Fasula on the wing was steady and Amy Morken in the ruck was all over the ground.

Finally the Liberty broke through with a dashing play from Juile Marks in the middle to set up a cleverly crumbed goal from Alex Mims. From the ensuing bounce Canada worked the ball back into their forward line a couple of times until a soccered goal off the ground resulted. The Liberty ladies were not going away just yet, and after a flying shot on the run by Brower the scores were close at half-time and the Liberty felt they were still in it.

#### **QUARTER 3**

As they say in the classics; the third quarter is the championship quarter, and unfortunately for the USA this one belonged to the Canadian team.

Canada continued their relentless pressure around the ball and peppered the goals to keep the score-board ticking over. Yani Castillo and Morken were trying their hardest in and around the stoppages but they were no match for the Canadian's numbers at the ball. Some fundamental skill errors from the Liberty didn't help their cause and once more they couldn't make many effective forward entries against the wind.

#### **QUARTER 4**

A Canadian goal against the wind, 3 minutes into the

last quarter made the Liberty's job all the harder, but it didn't stop them trying.

Castillo, Stephanie McKitrick, and Tishe Williams all had their chances for goals, but failed to convert as the Liberty controlled most of the quarter but just couldn't put the score on the board to close the gap.

Lauren Shelton continued her dominance all over the ground in an effort that earned her the Wayne Kraska medal for the best USA player.

**USA Liberty Goals:** Marks, Brower

**USA Liberty Best:** Shelton, Castillo, Marks, Brower,

Morken

In the end the final siren sounded and the scoreboard showed a comfortable victory for The Northwind, but the Liberty team gained immensely from it.



As a development team, the Liberty is exactly that; **WOMEN'S DEVELOPMENT SCORE:** with exactly half the women on the team in their first game of representative footy, and most of the other players not many more.

The experience gained by this team was extremely valuable, and will go a long way to it's intended cause - player development.

The USA coaching staff couldn't be more proud of the effort the whole team gave, and are very excited where the future of the program is headed.

| QTR | USA    | CANADA  |
|-----|--------|---------|
| 1   | 1.5.11 | 0.0.0   |
| 2   | 2.0.12 | 2.6.18  |
| 3   | 2.0.12 | 5.10.40 |
| 4   | 2.3.15 | 6.10.46 |





# $\frac{\text{UNITED STATES AUSTRALIAN FOOTBALL LEAGUE // 2013 Annual Report //}{A \ 501(c)3 \ Not-For-Profit \ Organization}$













### ≈ REVOLUTION YEAR IN REVIEW

The year began with a training camp held in Los Angeles in conjunction with the Los Angeles Dragons and Orange County Bombers. Over 50 players attended from many clubs throughout the USAFL and they participated in fitness testing, skills and strategy trainings and two Revolution teams played in a 3 game round robin against a combined southern California team.

The Revolution continued their relationship with the St Kilda Saints Football Club with coaches Matt Bishop and Jason Becker, along with players Andy Vanica, Jason Wilhelm and Bobby Sears attending their preseason training camp held in Boulder in late November. The players were able to warm up with the Saints, including new American recruit Jason Holmes and watch them train. Finally they were put through a training session, along with several Denver Bulldog's players, facilitated by Development Coach Paul Hudson.



Matt and Amy Bishop also dropped in to see the North Melbourne Kangaroos train in Utah, particularly American recruit Eric Wallace. They were

also able to introduce themselves to coaches Brad Scott and Darren Crocker, as well as mingle with a few of the players. This will hopefully open doors for Revolution players to be involved with the Kangaroos in the years to come.

#### Matt Bishop Revolution Head Coach revolution.coach@usafl.com





# ≈ WOMEN'S FOOTY YEAR IN REVIEW

Eleven years ago, women's footy in the US did not exist. Even though the USAFL was founded in 1997, it was not until 2003 that a group of women got together to play an exhibition match at Nationals. The teams were the Orange County Bombshells versus the All Comers, a group of players with an interest in trying a new sport scattered around the country. The idea proved to be successful. USAFL players and supporters at the 2003 Nationals were introduced to the idea of creating women's teams within their own clubs. This set the stage for the women's division of the Southern California Australian Football League and the first intra-club match between Orange County and Arizona, and another exhibition match at the 2004 USAFL National Championships in Atlanta. The women's division at Nationals debuted in 2005. Women's footy became a fixture of the US-AFL all through a group of trailblazers united by the love of footy.

Each year the women's competition in the USAFL continues to grow and mature. This year, the USAFL women's league grew to over ten teams with healthy competition extending throughout the entire western region. Sacramento, San Francisco, Denver, San Di-

ego, Orange County and Arizona established consistent tournaments throughout the year that helped develop and recruit players. In the central region, Minnesota flourished into having two full teams of women playing competitively at home and traveling to Boston. The eastern region formed partnerships with nearby Canadian clubs as a means to enrich the competition. These tournaments included the quest for the East Coast Shield an honor that Boston boasts.

The 2013 Nationals held in Austin provided teams the opportunity to highlight the development occurring throughout the season. Both the Minnesota and Denver teams arrived strong in numbers. Minnesota had the opportunity to enter two teams to compete during the tournament. With strong numbers across the competition, the tournament was expanded to seven teams each playing 16 a side.

The women of the USAFL continue to grow and expand the league with their enthusiasm and skill bringing the league to levels that could not have been imagined a decade ago. Each year new teams are welcomed and existing teams continue to grow. We look forward to what the 2014 year brings.

#### **Andrea Casillas**



### ≈ 2ND ANNUAL AFL US COMBINE



Eighteen former college athletes, including USAFL player David Grzesiak from the Chicago Swans, attended the second annual Australian Football League (AFL) US Combine in Los Angeles in April. Grzesiak was named the top performer with an impressive all-around performance. The event follows the AFL's Combine format and protocols testing athletes standing and vertical jumps, sprinting, agility and endurance. Under Armour once again provided the testing gear for the athletes.

The testing took place over two days with the goal of identifying American athletes with potential to play in the AFL. The success of last year's event led to Eric Wallace being signed by the North Melbourne Kangaroos, establishing a new pathway for elite American athletes to play at the professional level. Elite athletes who played as centers or power forwards in college basketball and were 6'4" or taller were targeted.

Representing the AFL were Kevin Sheehan, Talent Man-



Three athletes, David Grzesiak from the University of Wisconsin, Matt Sauey from the University of North Florida, and Cliff Ederine from the University of Eastern Washington, broke the standing vertical jump record of 85cm with 86cm leaps to become the best ever performers in 18 years of testing.

Based on their performances, three athletes, Patrick Mitchell, Jason Holmes and Mark Cisco were invited to attend a trial with the Sydney Swans in July. Mitchell went on to be signed by the Swans while Holmes and Cisco were invited to the AFL National Draft Combine which was held in Melbourne, Australia in October. Holmes was drafted and signed by the St. Kilda Saints.



### The full list of athletes that attended the Combine is as follows:

| Name             | Birthdate  | Ht    | Wt  | University                   | Sport Background                                 |
|------------------|------------|-------|-----|------------------------------|--|
| Demetrius Harris | 7/29/1991  | 6'6"  | 235 | Wisconsin-Milwaukee          | Football & Basketball                            |
| Olatunji Kosile  | 3/6/1990   | 6'11" | 235 | UMES                         | Basketball & Soccer                              |
| Michael Allison  | 8/4/1990   | 6'9"  | 210 | University of Maine          | Basketball                                       |
| Cliff Ederaine   | 6/5/1990   | 6'5"  | 205 | Eastern Washington           | Basketball                                       |
| Matt Sauey       | 10/4/1990  | 6'7"  | 200 | University Of North Florida  | Soccer & Basketball                              |
| David Grzesiak   | 7/28/1988  | 6'4"  | 195 | University of Wisconsin      | Track Decathlete                                 |
| Andre Mattison   | 10/7/1989  | 6'6"  | 230 | Florida Atlantic             | Basketball                                       |
| Patrick Mitchell | 5/25/1989  | 6'7"  | 235 | University of North Dakota   | Baseball, Football &<br>Basketball               |
| John Florveus    | 10/10/1990 | 6'11" | 238 | University of Georgia        | Basketball                                       |
| Nathan Healy     | 8/13/1990  | 6'7'' | 215 | Appalachian State University | Basketball & Baseball                            |
| Akeem Johnson    | 5/16/1990  | 6'6"  | 220 | St Francis College           | Basketball                                       |
| Sam Mclaurin     | 11/8/1989  | 6'8"  | 225 | University of Illinois       | Basketball                                       |
| Taylor Broekhuis | 2/2/1990   | 6'10" | 212 | Air Force Academy            | Basketball & Volleyball                          |
| Marques Oliver   | 10/7/1991  | 6'8"  | 230 | Delaware State University    | Basketball                                       |
| Jason Holmes     | 10/28/1989 | 6'8"  | 230 | Morehead State University    | Golf, Baseball, Football,<br>Basketball & Soccer |
| Mark Cisco       | 7/17/1991  | 6'9"  | 255 | Columbia                     | Basketball & Football                            |
| Demario Hines    | 11/8/1989  | 6'8"  | 200 | IPFW                         | Basketball                                       |
| Jamell Harris    | 5/2/1991   | 6'9"  | 215 | Eastern Michigan University  | Basketball                                       |







### ≈ UMPIRES REPORT

The USAFL Umpire Association (USAFLUA) had another record setting year in 2013, the mid-point of its three –year development plan aiming for the 2014 International Cup. In 2011 at the conclusion of that year's International Cup, the planning immediately began for the 2014 Cup, with a set budget, goals for numbers of umpires at the different accreditation levels and the official formation of the USAFL Umpires Association.

# **USAFL Umpires Association**

At the annual meeting of umpires on the Friday night of the USAFL Nationals tournament, the USAFL Umpire Association (USAFLUA) was officially voted into existence and the inaugural board elected. This structure formalizes the umpire organization and will help bring additional legitimacy and credibility to the umpire profession in the US. The Board will begin meeting to plan 2014 and continue to raise the visibility and respectability of umpiring in the US.

#### **2014 BOARD OF DIRECTORS**

PRESIDENT John Mills
AT-LARGE Jeff Blankman

VICE PRESIDENT Stephen Arnott AT-LARGE Sill Conway

SECRETARY Seth McElvaney
AT-LARGE Nicole Fasula

TREASURER Andrew Daniel AT LARGE Toby Persson

# **Umpire Clinics**

Umpire clinics are the primary mechanism for intense training of umpires. Due to the geographic spread restricting the opportunity for coaching of umpires, these clinics are critical to the growth of umpires, both in terms of skills and numbers. The USAFLUA ran two clinics in 2013, which is one short of the annual goal, however, between 2012 and 2013 seven clinics have been conducted, with an average attendance of over 20 umpires. Four clinics are targeted in 2014, one in each region and the annual clinic at the USAFL National tournament.

## **2013 USAFL Nationals**

At the 2013 USAFL Nationals, 39 umpires and four umpire coaches (all records) worked 65 total games during the weekend tournament. Also of note, two women field umpires worked and one was awarded the Division III Grand Final. The support of the Canadian umpires, our brethren from the north, was again critical to the success we achieved on this weekend, not only for the experienced field and goal umpires they sent, but also the formal coaching they did, which helped elevate everyone to do their very best and keep learning. If the feedback from a multitude of coaches and administrators was any indication, the weekend was hugely successful as many said the umpiring level continues to get better and better every year.

# **Umpire Accreditation**

Umpire accreditation is the backbone of creating a large pool of talented umpires to support the growth of Australian Football in the US. The USAFLUA is committed to growing its base of USAFL umpires by 2014 to 75 working umpires, with five Americans at Field Level 2, 20 Americans at Field Level 1; one American at Goal Level 2; and six at Goal Level 1. With the hard work and effort being made by the working umpires and the coaches, these goals are achievable.

# **AFL International Cup 2014**

As part of the growth plan, the USAFLUA plans to send two (2) scholarship umpires to attend the 2014 International Cup, one male and one female umpire and a total of six field umpires and one goal umpire. This audacious goal raises the bar for international umpiring by several leaps and bounds. As point of reference, only five international umpires have worked at the first four International Cups combined (two from the USA and one each from New Zealand, Denmark, and South Africa). The USAFLUA looks forward to taking this large contingent of umpires and scholarship umpires to Melbourne.

# Jeff Persson USAFL Umpire Director and Coach umpiring@usafl.com



### ≈ COMMUNICAITONS REPORT

The USAFL utilizes various online media to reach out to it's members, fans and followers. The website is the main portal for communications. However the league also maintains a strong social media presence which has grown significantly throughout the 2013 season.

## **Website Analytics**

| VISITS                     |            |                   |
|----------------------------|------------|-------------------|
| Jan 1, 2013 - Dec 31, 2013 |            | 109,698           |
| Jan 2, 2012 - Dec 31, 2012 |            | 88,964            |
| UNIQUE VISITORS            |            |                   |
| Jan 1, 2013 - Dec 31, 2013 |            | 73,418            |
| Jan 2, 2012 - Dec 31, 2012 |            | 53,785            |
| PAGEVIEWS                  |            |                   |
| Jan 1, 2013 - Dec 31, 2013 |            | 331,720           |
| Jan 2, 2012 - Dec 31, 2012 |            | 251,513           |
| PAGES/VISIT                |            |                   |
| Jan 1, 2013 - Dec 31, 2013 |            | 3.02              |
| Jan 2, 2012 - Dec 31, 2012 |            | 2.83              |
| VISITORS                   | NEW        | RETURNING         |
| Jan 1, 2013 - Dec 31, 2013 | 34.6%      | 65.4%             |
| Jan 2, 2012 - Dec 31, 2012 | 41.1%      | 58.9%             |
| Pages Visited              |            |                   |
| PAGE                       | PAGE VIEWS | UNIQUE<br>VIEWS   |
| /(front)                   | 56,709     | 43,896            |
| /fitness-hamstring         | 17,144     | 16,629            |
| /findateam                 | 14,719     | 10,819            |
| /nationals/2013            | 7,569      | 6,005             |
| /upcoming-events           | 5,078      | 4,004             |
| /registration              | 5,062      | 3,340             |
| /news/2013/02/12/watch-afl | 4,599      | 4,079             |
| /game-results              | 4,458      | 3,094             |
| /store                     | 3,836      | 3,139             |
| /user                      | 3,640      | 2,053             |
| Source                     |            |                   |
| SOURCE                     | SESSIONS   | PAGES/<br>SESSION |
|                            |            | SESSION           |

| m.facebook.com                 | 5,966    | 1.69           |
|--------------------------------|----------|----------------|
| afltv.afl.com.au               | 2.111    | 3.44           |
| t.co                           | 1.552    | 1.90           |
| reddit.com                     | 1,153    | 2.01           |
|                                | 954      | 1.63           |
| bigfooty.com                   | 707      | 4.42           |
| en.wikipedia.org               |          | 1.76           |
| google.com                     | 463      |                |
| mail.google.com                | 438      | 5.32           |
| youtube.com                    | 339      | 3.09           |
| Top Search Terms               |          |                |
| KEYWORD                        |          | SESSIONS       |
| (not provided)                 |          | 28,687         |
| usafl                          |          | 4,011          |
| pulled hamstring recovery      |          | 610            |
| hamstring recovery             |          | 378            |
| afl usa                        |          | 377            |
| pulled hamstring recovery time |          | 317            |
| australia                      |          | 273            |
| usafl.com                      |          | 273            |
| hamstring injury               |          | 271            |
| us footy                       |          | 242            |
| TOP VISITING COUNTRIES         | SESSIONS | BOUNCE<br>RATE |
| United States                  | 71,399   | 53.71%         |
| Australia                      | 28,161   | 53.44%         |
| Canada                         | 3,047    | 51.92%         |
| United Kingdom                 | 1,918    | 82.33%         |
| (not set)                      | 615      | 67.97%         |
| Germany                        | 330      | 76.36%         |
| Ireland                        | 321      | 79.13%         |
| India                          | 301      | 73.42%         |
| France                         | 250      | 65.60%         |
| Singapore                      | 163      | 69.94%         |

## **League Management System**



Total Fans

Enhancements were made to the player registration system and website during 2013 including improvements to the player checkin process, additions to website content and ongoing back end functionality. As a result the player check-in process at this year's National Tournament was extremely fast and efficient.

## **Social Media**

The USAFL *Facebook* page grew from 2,623 fans in 2012 to **3,385** in 2013. The USAFL's **Twitter** account attracted increased from just over 800 followers in 2012 to **1,215** by the end of 2013.

The number of clubs utilizing social media also grew in 2013 with more frequent posting activities than 2012.

| FACEBOOK ACCOUNT SUMMARY       |
|--------------------------------|
| Number of Clubs with Fan Pages |
| Total Fans                     |

2012 2013 26 28 12,014 16.673

### Total Facebook Fans - Jan 2013 vs. Jun 2014

| RAN | K CLUB               | 1/2013 | 6/2014 |
|-----|----------------------|--------|--------|
| 1   | New York Magpies     | 1,522  | 1,829  |
| 2   | Nashville Kangaroos  | 531    | 1,374  |
| 3   | Des Moines Roosters  | 837    | 1,117  |
| 4   | San Diego Lions ARFC | 1,648  | 963    |
| 5   | Columbus Jackaroos   | 571    | 785    |
| 6   | Chicago AFA          | 523    | 725    |
| 7   | Sacramento Suns      | 600    | 709    |
| 8   | Boston Demons        | 553    | 682    |
| 9   | Los Angeles Dragons  | 419    | 668    |
| 10  | Golden Gate          | 370    | 629    |
| 11  | Atlanta Kookaburras  | 399    | 626    |
| 12  | Cincinnati Dockers   | 564    | 617    |
| 13  | Dallas Magpies       | 436    | 612    |
| 14  | Arizona Hawks        | 538    | 600    |
| 15  | Kansas City Power    | 483    | 594    |
|     |                      |        |        |

| RANK | CLUB                                | 1/2013 | 6/2014 |
|------|-------------------------------------|--------|--------|
| 16   | Philadelphia Hawks                  | -      | 568    |
| 17   | Minnesota Freeze                    | 409    | 553    |
| 18   | Denver Bulldogs                     | 85     | 453    |
| 19   | Las Vegas Gamblers                  | 174    | 443    |
| 20   | Portland Steelheads                 | 269    | 422    |
| 21   | Austin Crows                        | 163    | 365    |
| 22   | North Carolina Tigers               | 263    | 342    |
| 23   | Orange County Bombers               | 171    | 321    |
| 24   | St. Louis Blues                     | 160    | 245    |
| 25   | Dayton Warhawks                     | 134    | 157    |
| 26   | Charleston Saints                   | 122    | 155    |
| 27   | Baltimore Washington Lady<br>Eagles | 70     | 150    |
| 28   | Baltimore Washington Eagles         | -      | 59     |
| 28   | Denver Bulldogs                     | 85     | 453    |
|      | TOTAL FANS                          | 12,014 | 16,673 |

<sup>\*</sup> A Fan Page is classed as a public Facebook page, not a group or personal page.



2012/13 2013/14 28 29 6,847 7.745

### **USAFL Twitter Followers**

| RANK | CLUB                  | USERNAME        | JAN<br>2013 | JUN<br>2014 |
|------|-----------------------|-----------------|-------------|-------------|
| 1    | New York Magpies      | @newyorkmagpies | 504         | 742         |
| 2    | Sacramento Suns       | @SacFooty       | 469         | 600         |
| 3    | Cincinnati Dockers    | acincydockers   | 391         | 501         |
| 4    | Philadelphia Hawks    | aphillyhawks    | 243         | 469         |
| 5    | Chicago United        | aChicagoFooty   | 297         | 456         |
| 6    | Boston Demons         | @BostonDemons   | 265         | 449         |
| 7    | Columbus Jackaroos    | acolumbusfooty  | 238         | 417         |
| 8    | Nashville Kangaroos   | @NashvilleRoos  | 205         | 408         |
| 9    | North Carolina Tigers | aNCTigers       | 184         | 316         |
| 10   | Des Moines Roosters   | aDMRoosters     | 116         | 302         |
| 11   | Denver Bulldogs       | @DenverBulldogs | 139         | 284         |
| 12   | St. Louise Blues      | aSTLBluesFooty  | 133         | 254         |
| 13   | Seattle Grizzlies     | aseattlefooty   | 200         | 243         |
| 14   | Austin Crows          | @austincrows    | 65          | 242         |
| 15   | Portland Steelheads   | @PDXSteelheads  | 143         | 239         |

| RANK | CLUB                              | USERNAME            | JAN<br>2013 | JUN<br>2014 |
|------|-----------------------------------|---------------------|-------------|-------------|
| 16   | Charleston Saints                 | achssaintsfooty     | 149         | 191         |
| 17   | Kansas City Power                 | akcpowerfootball    | 142         | 189         |
| 18   | LA Dragons                        | aLADragons          | 126         | 159         |
| 19   | Baton Rouge Tigers                | @BR_Tigers_USAFL    | -           | 158         |
| 20   | Golden Gate                       | aggafl              | 124         | 146         |
| 21   | Atlanta Kookaburras               | @AtlantaKookaburras | 119         | 146         |
| 22   | Arizona Hawks                     | aazhawks            | 102         | 141         |
| 23   | Minnesota Freeze                  | amnfooty            | 91          | 140         |
| 24   | Indianapolis Giants               | @IndyGiantsFooty    | -           | 137         |
| 25   | San Diego Lions                   | @SanDiegoLions      | 88          | 122         |
| 26   | Milwaukee Bombers                 | aaflmke             | 79          | 100         |
| 27   | Dayton Warhawks                   | adaytonwarhawks     | 75          | 84          |
| 28   | Ft. Lauderdale Fighting<br>Squids | @FightingSquids     | 61          | 74          |
| 29   | Dallas Magpies                    | @Dallas_Magpies     | 21          | 36          |
|      | TOTALS                            |                     | 6.847       | 7.745       |

# **Club Match Reports**

**More than 170** USAFL intra-club games and **over 250 Metro games** were reported on during the regular season with results being posted to the website.

Match results can be viewed on the website at: http://usafl.com/game-results

# **USAFL Community Update**

As not all USAFL members an fans visit the website or interact with social media on a regular basis, the content of each newsletter is a recap on the previous months stories and upcoming events and allows us to reach members directly.

MORE INFORMATION?

Amy Bishop, Communications Manager communications@usafl.com

**11 Community Update Newsletters** were distributed during 2013 to more than **2,200 recipients**.

View past Community Updates at: http://usafl.com/communityupdates

### ≈ 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 grant provided by the AFL, 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 educating functions, all in accordance with the League's core programs and mission. 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 the time.



The organization is the financial record keeper of all the events organized by the League, including the National Championships and training courses. The financial philosophy of the League is for events to be self-funding where possible. In 2013, the League continued to benefit from the enhanced cash management procedures and processes implemented in prior years.

Consistent with past years, the League continues to maintain a part-time accountant for enhanced internal controls, compliance, and bookkeeping purposes.

The financial results, as presented, demonstrate the League is in sound financial condition, subject to the continuation of funding by the AFL. To comply with US tax requirements, each year the League submits reviewed financials to an external accounting firm, which provides the USAFL with annual audit and accounting services, and assists with federal tax compliance and reporting to the Internal Revenue Service ("IRS"). The following pages present the USAFL's balance sheet as of Dec. 31, 2013 and income statement for the calendar year 2013. At the time of printing, the 2013 tax return is not yet complete, and the figures presented below have not yet been submitted to the IRS.

MORE INFORMATION?

Karen Muiter, Treasurer

treasurer@usafl.com

#### **2013 USAFL BALANCE SHEET**

| ASSETS                       |              |
|------------------------------|--------------|
| CURRENT ASSETS               |              |
| Bank Accounts                |              |
| BofA, Missouri               | 158,937.83   |
| Petty Cash                   | 80.00        |
| Total Bank Accounts          | \$159,017.83 |
| Total Current Assets         | \$159,017.83 |
| TOTAL ASSETS                 | \$159,017.83 |
| LIABILITIES AND EQUITY       |              |
| LIABILITIES                  |              |
| Current Liabilities          |              |
| Credit Cards                 |              |
| Credit Card                  | 2,204.84     |
| Total Credit Cards           | \$2,204.84   |
| Other Current Liabilities    |              |
| Total Current Liabilities    | \$2,204.84   |
| Total Liabilities            | \$2,204.84   |
| EQUITY                       |              |
| Opening Balance Equity       | 13,166.47    |
| Retained Earnings            | 169,891.96   |
| Net Income                   | -26,245.44   |
| Total Equity                 | \$156,812.99 |
| TOTAL LIABILITIES AND EQUITY | \$159,017.83 |

### **2013 USAFL PROFIT AND LOSS STATEMENT**

INCOME

| Capital Donations              | 184,038.00 |
|--------------------------------|------------|
| Donations                      | 11.13      |
| Membership Dues - Clubs        | 10,400.00  |
| MEMBERSHIP DUES - PLAYERS      |            |
| Arizona Hawks Football Club    | 600.00     |
| Atlanta Kookaburras Inc        | 1,450.00   |
| Austin Crows                   | 2,475.00   |
| Baltimore/Washington Eagles FC | 3,000.00   |
| Baton Rouge FC                 | 775.00     |
| Boston Australian Rules FC     | 2,050.00   |
| Calgary Kookaburras            | 4,100.00   |
| Central Canadian Blues         | 150.00     |

| Chicago United                      | 2,800.00     |
|-------------------------------------|--------------|
| Cincinnati Australian Football Club | 500.00       |
| Columbus Jackaroos                  | 2,225.00     |
| Dallas Magpies AFC                  | 650.00       |
| Denver Bulldogs AFC                 | 4,625.00     |
| Des Moines Roosters                 | 1,395.00     |
| Florida United                      | 300.00       |
| Fort Lauderdale Fighting Squids     | 1,950.00     |
| Golden Gate Roos                    | 4,100.00     |
| Houston Lonestars                   | 2,450.00     |
| Indianapolis Giants                 | 50.00        |
| Kansas City Power FC                | 1,125.00     |
| Las Vegas Gamblers                  | 100.00       |
| Los Angeles Dragons                 | 2,575.00     |
| Louisville FC                       | 250.00       |
| Milwaukee Bombers ARFC              | 850.00       |
| Minnesota Freeze                    | 4,655.00     |
| Nashville Kangaroos                 | 1,930.00     |
| New York Magpies                    | 5,550.00     |
| North Carolina Tigers FC            | 1,225.00     |
| OC Bombers                          | 1,630.00     |
| Philly Hawks ARFC                   | 1,175.00     |
| Portland Power AFC                  | 1,925.00     |
| Quebec Saints                       | 225.00       |
| Sacramento                          | 2,375.00     |
| San Diego Lions FC                  | 1,750.00     |
| San Francisco Iron Maiden           | 50.00        |
| Seattle Grizzlies                   | 2,150.00     |
| St. Louis Blues FC                  | 125.00       |
| Tulsa Buffaloes                     | 1,175.00     |
| Total Membership Dues - Players     | \$66,485.00  |
| Sales of Merchandise Clothing       | 10,090.76    |
| Sales of Merchandise - Footballs    | 3,200.00     |
| Sales of Merchandise - Other        | 1,714.15     |
| Sponsorships                        | 23,773.41    |
| Sales Beer                          | 16,338.93    |
| Sales Wine                          | 998.37       |
| Total Sponsorships                  | \$ 41,110.71 |
| US Revolution Income                | 1,103.09     |
| Total Income                        | \$318,152.84 |

### $\underline{\text{UNITED STATES AUSTRALIAN FOOTBALL LEAGUE // 2013 Annual Report //}}$

### A 501(c)3 Not-For-Profit Organization

| COST OF GOODS SOLD               |              |
|----------------------------------|--------------|
| Costs of Merchandise - Clothing  | 4,774.99     |
| Costs of Merchandise - Footballs | 5,603.13     |
| Shipping, Packaging & Handling   | 0.00         |
| Total Cost of Goods Sold         | \$10,378.12  |
| Gross Profit                     | \$307,774.72 |
| EXPENSES                         |              |
| 49th Parallel Cup                | 130.88       |
| 5400 Nationals                   |              |
| Airfare                          | 3,957.35     |
| Fees & Expenses                  | 3,063.04     |
| Hotel/Meals                      | 11,671.85    |
| Information Technology           | 2,248.65     |
| Insurance                        | 2,850.00     |
| Office Supplies & Shipping       | 1,167.40     |
| Promotion & Advertising          | 1,470.00     |
| Rent or Lease                    | 44,517.54    |
| Storage                          | 4,123.50     |
| Supplies & Materials             | 3,692.11     |
| Tournament Contractors           | 13,500.00    |
| Tournament Labor                 | 5,502.50     |
| Trophies                         | 2,756.77     |
| Umpires                          | 16,282.58    |
| VIP                              | 8,485.83     |
| Total 5400 Nationals             | \$125,289.12 |
| Bank Charges                     | 79.51        |
| Board Retreat                    | 7,863.28     |
| Combine                          | 4,072.35     |
| Airfare                          | 17,136.13    |
| Hotel / Meals                    | 9,540.29     |
| Rent or Lease                    | 2,023.84     |
| Supplies                         | 1,060.04     |
| Testing                          | 55,056.50    |
| Total Combine                    | \$88,889.15  |

| Commissions & Fees                  | 1,851.66     |
|-------------------------------------|--------------|
| Dues & Subscriptions                | 269.46       |
| Insurance                           | 5,118.00     |
| Juniors - Expenses                  | 480.00       |
| Legal & Professional Fees           | 2,400.00     |
| Office Expenses & Supplies          | 1,374.59     |
| Postage & Shipping                  | 1,104.56     |
| Promotion & Advertising             | 2,000.00     |
| Rent or Lease                       | 3,600.00     |
| Revolution Expenses                 | 11,391.92    |
| Telephone / Fax                     | 2,000.00     |
| Travel                              | 1,205.45     |
| Umpires & Officials (Hrs.)          | 2,360.00     |
| Umpires &Officials Expenses         | 274.16       |
| Total Umpires & Officials (Hrs.)    | \$2,634.16   |
| Unapplied Cash Bill Payment Expense | 300.00       |
| USA Freedom Expense                 | 6,855.26     |
| Visa Transaction Costs              | 586.62       |
| Wages & Commissions                 | 67,806.23    |
| Web Hosting                         | 596.24       |
| Western Regional Tournament         |              |
| Rent or Lease                       | 650.00       |
| Umpires Hrs                         | 1,110.00     |
| Total Western Regional Tournament   | \$1,760.00   |
| Total Expenses                      | \$335,586.09 |
| Net Operating Income                | -\$27,811.37 |
| OTHER INCOME                        |              |
| Interest Earned                     | 2.50         |
| Other Income                        | 1,345.43     |
| Total Other Income                  | \$ 1,347.93  |
| Net Other Income                    | \$ 1,347.93  |
| Net Income                          | -\$26,463.44 |
|                                     |              |

### ≈ 2014 USAFL CONTACT LIST

#### **Executive Board**

Denis Ryan President president@usafl.com Andrea Casillas Secretary secretary@usafl.com Karen Muiter Treasurer treasurer@usafl.com Mike Sheppard **VP** East vpeast@usafl.com Scott Matheson **VP** Central vpcentral@usafl.com Kevin Stanlev VP West vpwest@usafl.com

Brenn Miller Member At Large memberatlarge@usafl.com

### **Program Coordinators**

Jeff Persson National Umpire Director national sumpiring@usafl.com

Andrea Cassillas Women's Development womens@usafl.com

Kathryn Hogg Webmaster webmaster@usafl.com

### **National Coaching Staff**

Matt Bishop Revolution Head Coach revolutioncoach@usafl.com

Greg Borchardt Revolution Manager revolution@usafl.com

Denis Ryan, Jason Becker, Scott Leal Revolution Assistant Coaches

Leigh Barnes Freedom Head Coach freedomcoach@usafl.com

Troy Anthony, John Ironmonger, Dale Williams Freedom Assistant Coaches

Jessie Whisney Freedom Manager freedom@usafl.com

### **Advisory Boards**

Tony Fairhead Australian Advisory Board australianadvisory@usafl.com

Laurence Gration US Advisory Committee usadvisory@usafl.com

### Staff

Doren James Operations Manager operations@usafl.com

Amy Bishop Communications Manager communications@usafl.com

Horacio GuiterrezAccountantaccountant@usafl.comKathryn HoggWebmasterwebmaster@usafl.com