



UNITED STATES AUSTRALIAN FOOTBALL LEAGUE

2013 Annual Report





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≈ 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,

A handwritten signature in black ink, reading "Andy Vanica". The signature is stylized with a long, sweeping underline that extends to the right.

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 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 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

≈ USAFL AWARDS

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 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.



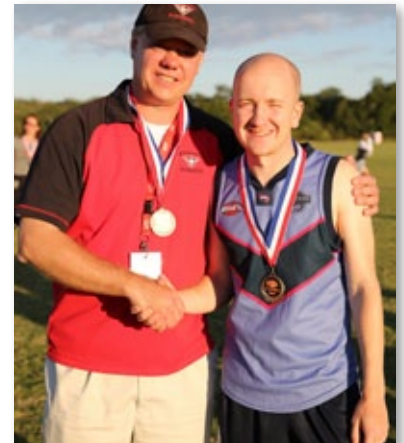
Excellence in Administration Awards



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 awarded 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. however, due to some rule confusion the Lonestars had played with 2 extra men on the field. The Suns only realized this in the dying seconds of the game which, unfortunately for them, was too late.







DIVISION 4

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





Division I Results



AUSTIN CROWS

GOALS	BEHINDS	TOTALS
4	2	26



CALGARY KANGAROOS

GOALS	BEHINDS	TOTALS
4	1	25

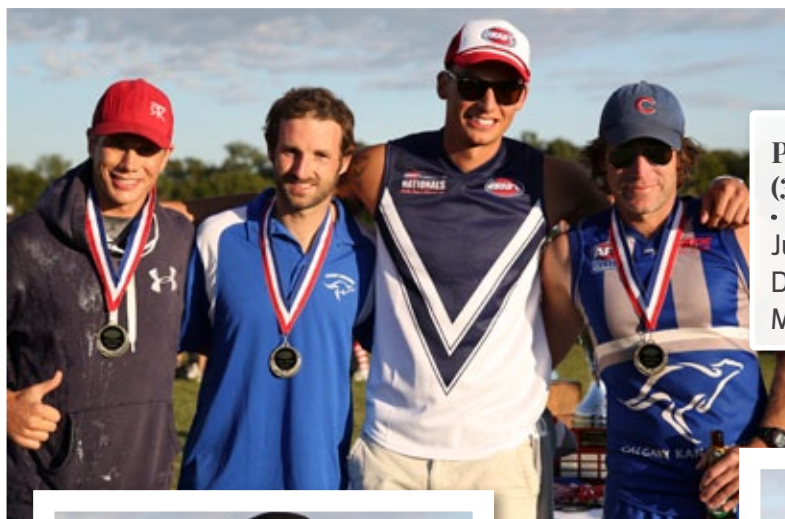
FINAL LADDER

Team	Played	Won	Lost	Tied	Points For	Points Against	%	Points
Pool A								
Austin Crows	3	3	0	0	143	18	794	12
New York Magpies	3	2	1	0	112	50	224	8
Golden Gate Roos	3	1	2	0	40	135	29	4
Seattle Grizzlies	3	0	3	0	34	126	26	0
Pool B								
Calgary Kangaroos	3	3	0	0	146	22	663	12
Denver Bulldogs	3	2	1	0	78	46	169	8
Nashville Kangaroos	3	1	2	0	48	102	47	4
Orange County Bombers	3	0	3	0	48	150	32	0





Division I Award Winners



PAUL ROOS MEDAL FOR BEST & FAIREST (3-WAY TIE)

Justin Summons, Denver Bulldog
Dane Rolfe, Calgary Kangaroo
Matt Sheard, Calgary Kangaroos



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



DENVER BULLDOGS



SAN FRANCISCO IRON MAIDENS

GOALS	BEHINDS	TOTALS	GOALS	BEHINDS	TOTALS
3	7	25	0	0	0

FINAL LADDER

Team	Played	Won	Lost	Tied	Points For	Points 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



GEOFF CANN MEDAL FOR MVP IN FINAL

.....
Jessie Hazen, Denver Bulldogs



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 For	Points 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 MVP IN FINAL

.....

Stephen Fashant, Minnesota Freeze



COOPERS MEDAL FOR MOST CONSISTENT

.....

Eoin McClintock, Columbus Jackaroos



HAYDEN KENNEDY MEDAL FOR GRAND FINAL UMPIRING

.....

Greg Everett
Jonathan Mills



Division III Results



HOUSTON LONESTARS

GOALS	BEHINDS	TOTALS
3	5	23



SACRAMENTO SUNS

GOALS	BEHINDS	TOTALS
0	1	1

FINAL LADDER

Team	Played	Won	Lost	Tied	Points For	Points 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



**PAUL ROOS MEDAL FOR
BEST & FAIREST**
.....
Andrew Willoughby,
Houston Lonestars



**COOPERS MEDAL FOR MOST
CONSISTENT**
.....
Saleh Tyebjee, Sacramento Suns



**GEOFF CANN MEDAL FOR
MVP IN FINAL**
.....
Brian Lewis, Sacramento Suns



**HAYDEN KENNEDY MEDAL FOR
GRAND FINAL UMPIRING**
.....
Andrew Daniel
Lana Elliot



Division IV Results



MILWAUKEE/OHIO RIVER VALLEY

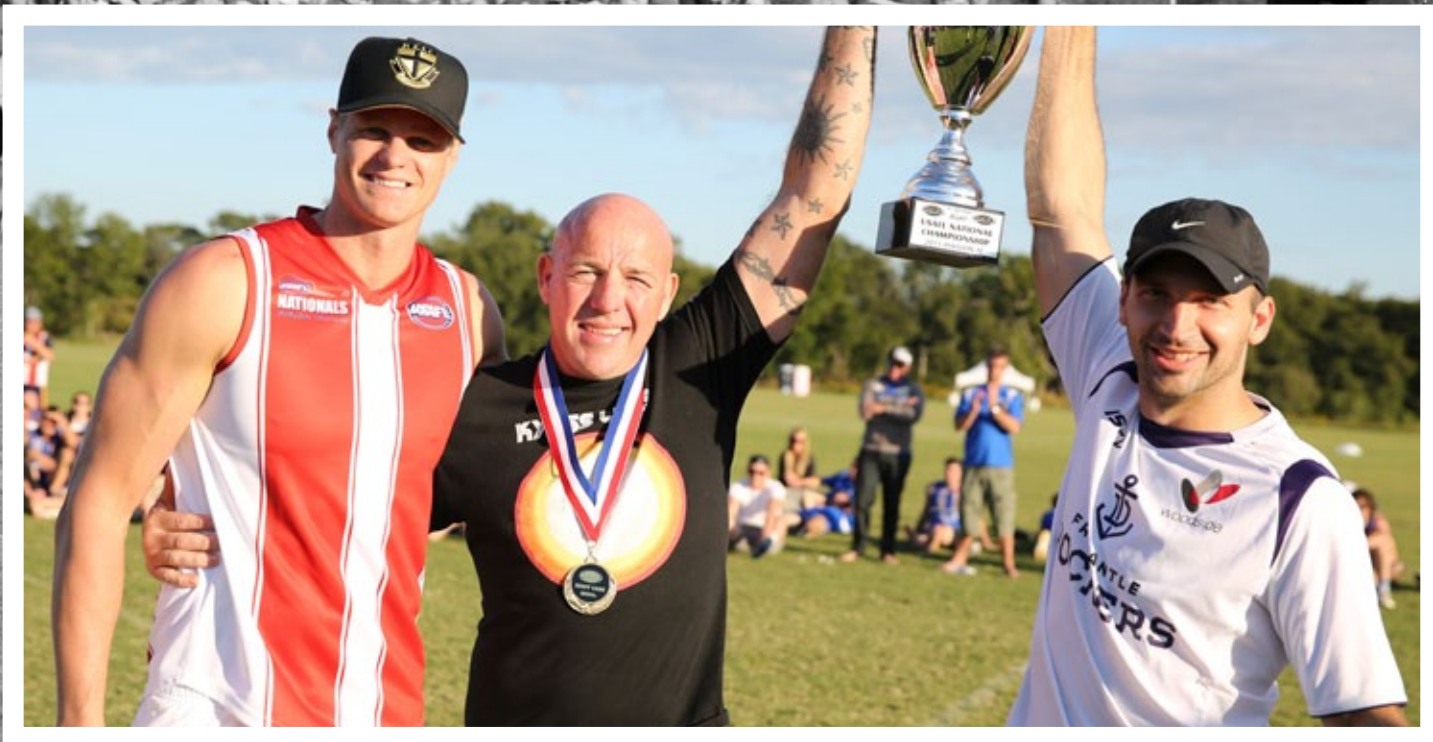


NORTH CAROLINA TIGERS

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

FINAL LADDER

Team	Played	Won	Lost	Tied	Points For	Points 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





≈ 2013 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.

REVOLUTION VS. NORTHWIND SCORE:

QTR	USA REVOLUTION	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





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.



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

U.S.A Development Squad Goals:

E. Lemkau, Dougherty

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.





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 M-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.

QUARTER 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 scoreboard 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 McKittrick, 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 Kras-ka medal for the best USA player.

U.S.A. Liberty Goals: Marks, Brower.

U.S.A. Liberty Best: Shelton, Casillas, 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; 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.

LIBERTY VS. CANADA SCORE:

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







≈ 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

matt.bishop@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 intraclub 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 USAFL 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
Women's Development
womens@usafl.com



≈ 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 Manager, Tadhg Kennelly, International Talent Coordinator, Mick Ablett, Academies Development Manager. Representing the USAFL were Doren James, Operations Manager, Amy Bishop, Communications Manager, Matt Bishop, Revolution Head Coach and Dan Sarbacker, Development Team Head Coach. Recruiters from AFL Clubs the Sydney Swans, North Melbourne Kangaroos, Carlton Blues, Fremantle Dockers and the Greater Western Sydney Giants were on hand to see the athletes in action.

Three athletes, David Grzesiak from the University of Wisconsin, Matt Sauvey 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 Marck 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 & 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, 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 Univeristy	Basketball





≈ UMPIRES REPORT

The USAFL Umpire Association (USAFL UA) 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 (USAFL UA) 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 – Bill 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 USAFL UA 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 USAFL UA 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.

International Cup 2014

As part of the growth plan, the USAFL UA 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 USAFL UA looks forward to taking this large contingent of umpires and scholarship umpires to Melbourne.

.....
Jeff Persson

USAFL Umpire Director and Coach
jeff.persson@usafl.com





≈ COMMUNICATIONS 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				m.facebook.com	5,966	1.69
Jan 1, 2013 - Dec 31, 2013		109,698		afltv.afl.com.au	2,111	3.44
Jan 2, 2012 - Dec 31, 2012		88,964		t.co	1,552	1.90
UNIQUE VISITORS				reddit.com	1,153	2.01
Jan 1, 2013 - Dec 31, 2013		73,418		bigfooty.com	954	1.63
Jan 2, 2012 - Dec 31, 2012		53,785		en.wikipedia.org	707	4.42
PAGEVIEWS				google.com	463	1.76
Jan 1, 2013 - Dec 31, 2013		331,720		mail.google.com	438	5.32
Jan 2, 2012 - Dec 31, 2012		251,513		youtube.com	339	3.09
PAGES/VISIT				Top Search Terms		
Jan 1, 2013 - Dec 31, 2013		3.02		KEYWORD		SESSIONS
Jan 2, 2012 - Dec 31, 2012		2.83		(not provided)		28,687
VISITORS		NEW	RETURNING	usafl		4,011
Jan 1, 2013 - Dec 31, 2013		34.6%	65.4%	pulled hamstring recovery		610
Jan 2, 2012 - Dec 31, 2012		41.1%	58.9%	hamstring recovery		378
Pages Visited				afl usa		377
PAGE		PAGE VIEWS	UNIQUE VIEWS	pulled hamstring recovery time		317
/(front)		56,709	43,896	australia		273
/fitness-hamstring		17,144	16,629	usafl.com		273
/findateam		14,719	10,819	hamstring injury		271
/nationals/2013		7,569	6,005	us footy		242
/upcoming-events		5,078	4,004	TOP VISITING COUNTRIES		SESSIONS
/registration		5,062	3,340	United States		71,399
/news/2013/02/12/watch-afl		4,599	4,079	Australia		28,161
/game-results		4,458	3,094	Canada		3,047
/store		3,836	3,139	United Kingdom		1,918
/user		3,640	2,053	(not set)		615
Source				Germany		330
SOURCE		SESSIONS	PAGES/SESSION	Ireland		321
facebook.com		8,615	3.14	India		301
				France		250
				Singapore		163



League Management System



Enhancements were made to the player registration system and website during 2013 including improvements to the player check-in 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

26
12,014

2013

28
16,673

Clubs Facebook Fan Pages 1/2013 vs. 6/2014

RANK	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 Eagles	70	150
28	Baltimore Washington Eagles	-	59
28	Denver Bulldogs	85	453
	TOTAL FANS	12,014	16,673

* A Fan Page is classed as a public Facebook page, not a group or personal page.



TWITTER ACCOUNT SUMMARY

Number of clubs with Twitter Accounts
Number of Total Followers

2012/13

28
6,847

2013/14

29

USAFL Club Twitter Accounts

RANK	CLUB	USERNAME	JAN 2013	JUN 2014	RANK	CLUB	USERNAME	JAN 2013	JUN 2014
1	New York Magpies	@newyorkmagpies	504	742	16	Charleston Saints	@chssaintsfooty	149	191
2	Sacramento Suns	@SacFooty	469	600	17	Kansas City Power	@kcpowerfootball	142	189
3	Cincinnati Dockers	@cincydockers	391	501	18	LA Dragons	@LADragons	126	159
4	Philadelphia Hawks	@phillyhawks	243	469	19	Baton Rouge Tigers	@BR_Tigers_USAFL	-	158
5	Chicago United	@ChicagoFooty	297	456	20	Golden Gate	@GGAFL	124	146
6	Boston Demons	@BostonDemons	265	449	21	Atlanta Kookaburras	@AtlantaKookaburras	119	146
7	Columbus Jackaroos	@columbusfooty	238	417	22	Arizona Hawks	@azhawks	102	141
8	Nashville Kangaroos	@NashvilleRoos	205	408	23	Minnesota Freeze	@mnfooty	91	140
9	North Carolina Tigers	@NCTigers	184	316	24	Indianapolis Giants	@IndyGiantsFooty	-	137
10	Des Moines Roosters	@DMRoosters	116	302	25	San Diego Lions	@SanDiegoLions	88	122
11	Denver Bulldogs	@DenverBulldogs	139	284	26	Milwaukee Bombers	@aflmke	79	100
12	St. Louise Blues	@STLBluesFooty	133	254	27	Dayton Warhawks	@daytonwarhawks	75	84
13	Seattle Grizzlies	@seattlefooty	200	243	28	Ft. Lauderdale Fighting Squids	@FightingSquids	61	74
14	Austin Crows	@austincrows	65	242	29	Dallas Magpies	@Dallas_Magpies	21	36
15	Portland Steelheads	@PDXSteelheads	143	239		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 and 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 our 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.

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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

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

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



Sales Wine	998.37
Total Sponsorships	\$ 41,110.71
US Revolution Income	1,103.09
Total Income	\$318,152.84
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	denis.ryan@usafl.com
Andrea Casillas	Secretary	andrea.casillas@usafl.com
Karen Muter	Treasurer	karen.muter@usafl.com
Mike Sheppard	VP East	mike.sheppard@usafl.com
Scott Matheson	VP Central	scott.matheson@usafl.com
Kevin Stanley	VP West	kevin.stanley@usafl.com
Brenn Miller	Member At Large	brenn.miller@usafl.com

Program Coordinators

Jeff Persson	National Umpire Director	jeff.persson@usafl.com
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Kathryn Hogg	Webmaster	webmaster@usafl.com

National Coaching Staff

Matt Bishop	Revolution Head Coach	revolutioncoach@usafl.com
Greg Borchardt	Revolution Manager	revolution@usafl.com
<i>Denis Ryan, Jason Becker, Scott Leal</i>		<i>Revolution Assistant Coaches</i>
Leigh Barnes	Freedom Head Coach	freedomcoach@usafl.com
<i>Troy Anthony, John Ironmonger, Dale Williams</i>		<i>Freedom Assistant Coaches</i>
Jessie Whisney	Freedom Manager	Jess.whisney@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 Guterrez	Accountant	accountant@usafl.com
Kathryn Hogg	Webmaster	webmaster@usafl.com