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# USA ULTIMATE BOARD OF DIRECTORS

**Mike Payne – President**

*Northwest Region Representative*

**Gwen Ambler – Vice President**

*At-Large Representative*

**Kathy Hendrickson – Treasurer**

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**Mike Kinsella – Secretary**

*Central Region Representative*

**Mary-Clare Brennan**

*At-Large Representative (Appointed)*

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*Southwest Region Representative*

**Colin McIntyre**

*At-Large Representative*

**Sandy Park**

*At-Large Representative (Appointed)*

**Ben Slade**

*South Region Representative*

**Henry Thorne**

*At-Large Representative*



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# LETTER FROM PRESIDENT

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I am honored to be kicking off USA Ultimate's first annual report. USA Ultimate is the national governing body for the sport of ultimate in the United States, and I believe the report you hold in your hands (or see on your screen) shows that we are honoring that role by tirelessly growing the sport as well as increasing the quality of experience for those that play it.

We believe ultimate has a big future, and that means planning and executing for that future, not just for the next 6-12 months. As a result, since 2008, USA Ultimate has been guided by long-term strategic plans. We are proud that in 2012 we concluded implementation of our 2008-12 Strategic Plan and approved the 2013-18 Strategic Plan that will guide the organization until the gala 50th celebration of the creation of our sport in 1968.

In 2012, USA Ultimate had a number of key achievements, largely guided by our last strategic plan. These items are reviewed in more detail in this annual report, but as a preview:

- Approval of the 2013-18 USA Ultimate Strategic Plan.
- The inaugural U.S. Open was held in Colorado Springs, marking a new international 'festival-style' event, incorporating both elite competition and convention speakers/workshops.
- The college series was restructured to include both a regular season (with influence on post-season standings) and divisional championship series play, designed to provide more college teams with more playing opportunities at their level.

- Initiation of the USA Ultimate Affiliate model, which seeks to turbo-charge development of local area ultimate organizations and leagues. We believe growth of local organizations is symbiotic with the growth of youth ultimate. Together these two forces will drive growth of ultimate for years to come.
- U.S. National Teams participated at the World Ultimate and Guts Championship in Sakai, Japan and took home 2 golds and 1 silver.
- Significant (15+ percent) growth in foundational programs such as sanctioning, coaching certification and observer certification.
- Membership exceeded 35,000 for the first time in USA Ultimate's history.
- USA Ultimate's operating budget surpassed \$2.5M, demonstrating continually growing investments in programs and services for all our members.

Ultimate is a sport that seems to appeal to everyone – young and old, players and fans, individuals and families, corporate sponsors and media partners. Whichever category you fall into (perhaps several at the same time!), I hope you read this report and agree with me that it is an exciting time to be involved with the sport, and with USA Ultimate as the leading organization for ultimate in the United States.

Sincerely,  
Mike Payne, President, USA Ultimate

USA  
ULTIMATE





# LETTER FROM CEO

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2012 was certainly an exciting year for USA Ultimate! As Mike Payne outlined in his letter, we made great strides in planning an ambitious future while simultaneously executing the final year of our previous strategic plan. I want to take this opportunity to reflect a bit on how the professional staff is organized to plan and execute our goals and our financial performance which supports these efforts.

We are blessed to have a very conscientious, dedicated and professional staff. As you read through this report, you will see a past and current growth trajectory that requires tremendous discipline, planning and execution to achieve. In order to sustain this level of productivity and efficiency, we have organized the staff into four focused groups: Finance and Administration; Athlete and Competition Programs; Membership Services and Sport Development; Marketing and Communications. Each of these four distinct business units is managed by a director responsible for the budget and operations of their area. We have also organized the office into geographic 'pods' reflective of these four areas.

The staff organizational plan is supplemented by both full-staff and director-level meetings held on a regular basis. These meetings allow the entire team to integrate closely with their colleagues, as well as across functions. We also allow each and every member of the team to ask for help at any of these staff meetings if they are feeling the need for additional support or resources. This approach fosters a disciplined focus for each functional unit, while creating an atmosphere and philosophy of 'all hands on deck' throughout the year and for our major events.

I am very proud of the staff and can report that they are a joy to work with every day. Our Board of Directors is always both pleasantly surprised and inspired by the volume and quality of work the staff achieves each year.

None of this hard work would be possible without a sound financial and business plan. Our financial performance is summarized later in this report via our audited financial statements. We had a solid year as highlighted by the following.

- We managed our budget carefully to finish the year, after capital expenses, with a net of \$47,000.
- We established and funded an operating reserve, with policy guidance from a highly sophisticated investment advisory group that also guides our cash on-hand investments.
- We invested in hiring several new staff members to increase the quality and scale of services for our members.
- We continued to increase the diversification of our revenue streams, considerably decreasing our dependence on membership revenue compared to years past, and allowing us to significantly subsidize the costs of our major events.
- We made important capital investments in our technology operating systems, building a new technology platform for introduction in the near future.

While we are proud of this financial performance, we have a long way to go to match the resources accrued by sports we compete against. Financially, we are still one of the smallest national governing bodies. Relative to the sports we compete against to attract players, we are tiny. For example, the budgets of US Soccer (\$53 million), Lacrosse (\$17 million), Rugby (\$10 million), Swimming (\$30 million) and Hockey (\$35 million), who have large numbers of youth participants, far exceed our resources. Thus, we are very strategic and careful in the allocation of our resources.

We have a thoughtful and bold strategic plan to guide our work for the next six years when we will celebrate our 50th anniversary! We have come a long way and have a plan that will take us to higher and higher heights and accomplishments as a sport and organization. All of this is made possible due to your support and the tremendous amount of help we receive from our hundreds of generous volunteers all over the country. We could not do it without all of you. Thank you very much!

Sincerely,  
Tom Crawford, USA Ultimate Chief Executive Officer

# ABOUT USA ULTIMATE

USA Ultimate is the national governing body for the sport of ultimate in the United States. USA Ultimate's full-time staff is headquartered in Boulder, Colo., although we work with volunteers all across the country to create opportunities to advance the sport. Founded in 1979 as the Ultimate Players Association, the governing body was rebranded as USA Ultimate in 2010.

USA Ultimate is a member of the World Flying Disc Federation which, up until early 2013, belonged to the General Association of International Sport Federations and the International World Games Association. In early 2013, after fulfilling all criteria of the International Olympic Committee (IOC) recognition procedure, the World Flying Disc Federation became a provisional member of the IOC.

USA Ultimate oversees the sport at all competitive levels, from youth and recreational leagues, to college competition and elite, club-level ultimate. USA Ultimate has an annual membership of nearly 40,000 comprised of players ranging in age from 5 to 68 and sanctions over 300 competitive events each year.



## MISSION:

The mission of USA Ultimate is to advance the sport of ultimate in the United States by enhancing and promoting Character, Community and Competition.

## VISION:

Ultimate is widely known, played and respected in the United States as a sport that inspires athletic excellence and integrity among participants and fans.

## CORE VALUES:

**RESPECT** – We honor the rights, views, dignity and inherent value of others, striving for an environment of mutual trust.

**INTEGRITY** – We stay true to the mission of USA Ultimate and the highest ethical standards, demonstrating honesty and fairness in every action we take.

**RESPONSIBILITY** – We hold ourselves accountable for our decisions and actions, while striving for excellence in all that we do; we are dedicated stewards of the sport of ultimate.

**LEADERSHIP** – We drive thoughtful growth, development and innovation in competition and the ultimate community, enhancing and promoting the sport as a joy to play and watch.

**TEAMWORK** – We encourage a diverse and inclusive ultimate community and work cooperatively with members and partners to achieve our mission.





# STRATEGIC PLAN

In the fall of 2012, USA Ultimate announced its new six-year strategic plan that will outline 2013–2018. The plan will guide decision making, resource allocation and prioritization of work for the next six years. In addition, for the first time ever, USA Ultimate set out a vision and set of core values that reflect who we are and what we stand for.

The plan was developed with the help of Rader Consulting, a top-notch firm considered one of the gurus of strategic planning for national governing bodies and the Olympic movement. The strategic plan will take ultimate to the next level by increasing our visibility and driving growth across all age groups and divisions, with a particular emphasis on youth.

Eighteen months of research and community outreach was taken into account and examined throughout the process that resulted in the six goals and complementary strategies outlined below.

## GOAL

### 1 INCREASE THE VISIBILITY OF ULTIMATE.

#### *Strategies*

1. Partner with media to broadcast USA Ultimate's premier 3–5 events to a mass audience.
2. Reach a broad audience via promotions done in collaboration with sponsors and other partners.
3. Reach targeted populations through emerging media channels.
4. Achieve national sports news visibility with a targeted publicity plan.
5. Develop a promotional plan specifically for youths and parents.

## GOAL

### 2 GROW YOUTH, COLLEGE, AND LEAGUE ULTIMATE.

#### *Strategies*

1. Develop and oversee a broad spectrum of programs for a diverse community of youth players and administrators.
2. Facilitate knowledge transfer and program integration between leagues, other local organizations, and USA Ultimate.
3. Provide tools to players and administrators to increase the number of sustainable college programs.
4. Vastly increase the number of qualified coaches and observers via training and certification programs.
5. Encourage lifetime participation in programs, competitive divisions, and roles (coaching, observing, etc.)

## GOAL

### ORGANIZE THE HIGHEST QUALITY U.S. COMPETITIVE EVENTS.

#### *Strategies*

1. Complete Club division restructuring efforts.
2. Establish the U.S. Open as a top international event focused on premier competition, education, and community building.
3. Attract the best athletes and teams to play in USA Ultimate's premier events
4. Evolve and enforce operational quality standards for all stages of USA Ultimate's championship events.
5. Oversee event organizer certification programs, and provide resources for profitable event planning.
6. Lead a world-class marketing and promotional program to showcase USA Ultimate events and athletes.
7. Attract and retain in-person and media viewership of both Ultimate-playing and other fans.

## GOAL

### MAKE SPIRIT OF THE GAME REAL FOR TODAY'S ULTIMATE PLAYERS AND COMMUNITY.

#### *Strategies*

1. Lead a community-wide effort to clarify and communicate how Spirit of the Game applies to behaviors on and off the field.
2. Exercise watchful, decisive, and fair oversight of SOTG and values at USA Ultimate events.
3. Develop coordinated values-focused internal publicity program focusing on exemplary teams and individuals.

## GOAL

### ACHIEVE SUSTAINED EXCELLENCE OF USA ULTIMATE TEAMS IN INTERNATIONAL COMPETITION.

#### *Strategies*

1. Refine and maintain fair and effective Team USA player and team selection processes at all levels.
2. Provide training and operational support for teams at priority international competition.
3. Develop and support an ongoing Team USA Coaching program.
4. Communicate guidelines for athlete development across all levels.
5. Support gradual progress of Ultimate towards Pan-American, and eventually Olympic Games participation.

## GOAL

### GOVERN THE ORGANIZATION TO ENSURE STABILITY AND EXCELLENCE.

#### *Strategies*

1. Evolve governance model and organizational structure to support growth and quality.
2. Maintain transparent and sound financial practices.
3. Evolve risk management policies and processes to minimize organizational liability.
4. Diversify and expand revenue base including a USA Ultimate fundraising program.
5. Develop USA Ultimate's branding strategy in relation to competitive, educational and recreational Ultimate.



# MEMBERSHIP

---

Membership levels are available for all types of members, from players and coaches to friends and family:

**YOUTH** – Specially priced membership for individuals under 19 or still in high school

**COLLEGE** – For individuals that are enrolled at least half-time

**ADULT** – For individuals age 19 and older

**COACH AND COACH/PLAYER** – Includes player and non-player options for individuals age 18 and older

**FRIENDS AND FAMILY** – A special membership for spectators, fans and supporters of ultimate

**ORGANIZATIONAL** – Schools, ultimate organizations and community recreation programs can all benefit from becoming a member

**LIFETIME** – Enjoy a lifetime of benefits! Anyone is eligible.

Memberships are based on a calendar year (January 1 - December 31). All memberships expire on December 31, regardless of when you sign up. USA Ultimate begins accepting renewals on December 1 for the new membership cycle.



## USA Ultimate Affiliate Program

2012 saw the beginning of USA Ultimate's new Affiliate Program. It was created with the express purpose of supporting and formalizing the development of local area ultimate organizations into USA Ultimate affiliates. The Affiliate Program unifies and promotes the sport and assists with the provision and expansion of programs and services to the boys, girls, men and women playing ultimate in the local league's geographic area. Through this closely connected partnership, affiliates will benefit from additional resources and opportunities to increase their reach.

## Affiliates

An affiliate is an organization that has been approved as a partner of USA Ultimate. Through this partnership, USA Ultimate will support affiliates to unify, promote and provide programs and services to the players in its geographic area. While USA Ultimate maintains a close, programmatic and strategic relationship with affiliates, each affiliate is separate and distinct. Affiliates remain their own corporation that serves its constituents, elects board members and manages affairs as deemed appropriate under the affiliate bylaws. The goal is to build lasting partnerships which USA Ultimate and the local organization will strive to develop, strengthen and maintain.

Much of 2012 was spent developing the materials and relationships necessary to launch the program. Everything from contracts to helpful materials for new partner organizations were created and finalized in 2012.

The program officially launched in January 2013, but the program's first three affiliates joined in 2012.

- Ultimate Players League of Austin (Texas)
- Columbus Ultimate Disc Association (Ohio)
- Neuqua Valley Ultimate (Illinois)

Each new partner also received an Infrastructure Support Grant to help in the transition phase and to support the growth of their respective organizations.

The first official USA Ultimate League Affiliate event, the Ultimate Players League of Austin Winter League, kicked off in December 2012.

## Membership Growth

In 2012, USA Ultimate membership grew 5 percent to 36,508 members across all levels. Youth memberships saw the largest percentage of growth, adding 730 new members, good for 8 percent growth from 2011 to 2012. Memberships in nearly every other category increased as well: lifetime, adult, college, coach/player, coach and friends & family.

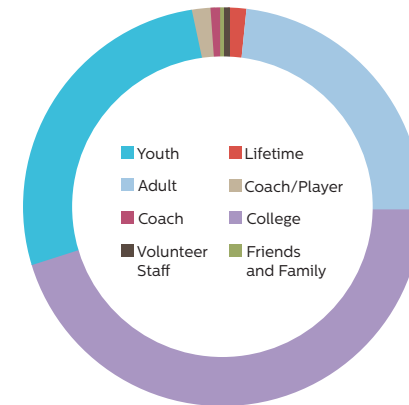


### 2012 MEMBERSHIPS

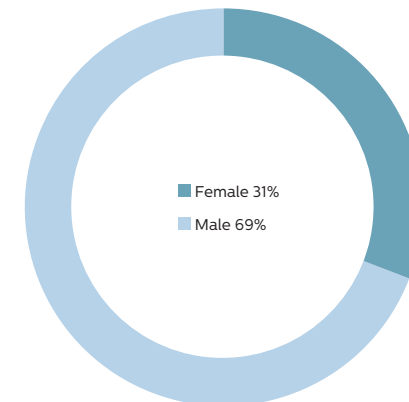
Volunteer Staff – 203	Youth – 9,923
Lifetime – 451	Coach/Player – 522
Adult – 8,570	Coach – 247
College – 16,467	Friends & Family – 125

Membership retention also held steady, maintaining 58 percent of the 2011 membership in 2012.

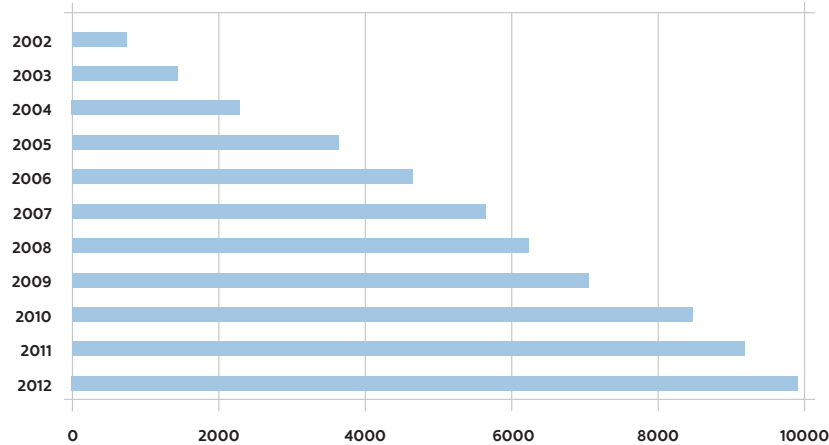
## 2012 MEMBERSHIP



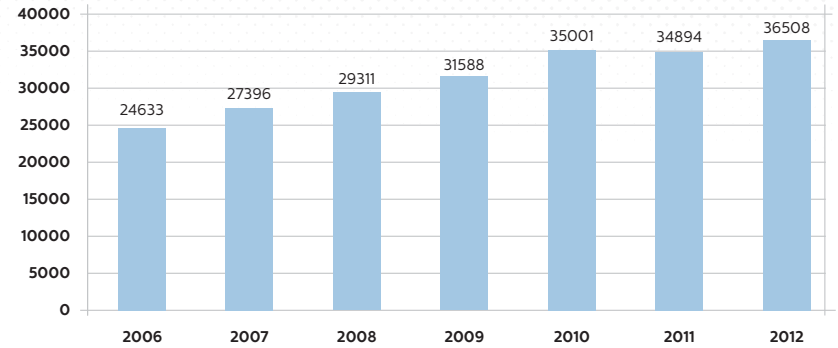
## GENDER



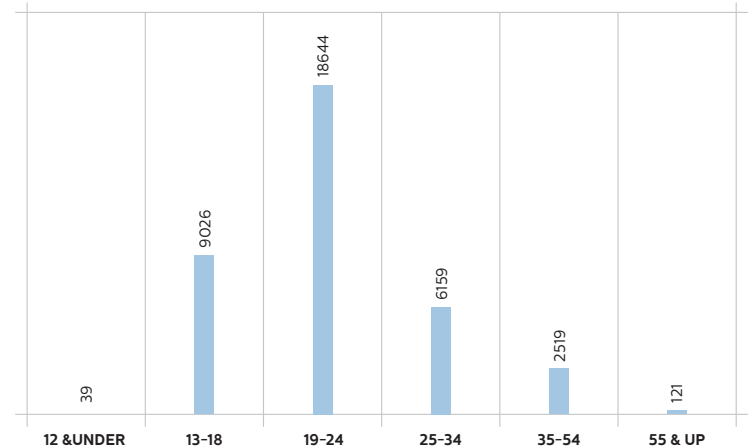
## GROWTH IN YOUTH MEMBERSHIPS



## ANNUAL MEMBERSHIP GROWTH



## AGE



## Member Benefits

USA Ultimate members may participate in an unlimited number of sanctioned events during the calendar year, participate in the USA Ultimate insurance program, receive the quarterly magazine, take advantage of partner discounts and much more!

- All members receive a membership card and gift.
- Members joining for the first time receive a complimentary, pocket-sized official rulebook.
- Members may apply for grants or kits to assist with developing local programs, become a certified coach, or apply to sanction a local event and receive benefits such as insurance.
- Receive the quarterly USA Ultimate magazine – the top ultimate magazine in the world, featuring highlights, photos and stories from the biggest events; player tips; coaching advice; and much more.
- Members are eligible for merchandise, ticket and travel discounts from our partners, including:
  - 20 percent off at Wyndham Hotels
  - 20 percent off custom printed Ultrastar discs from Discraft
  - 30 percent off Rudy Project sunglasses
- Members can make a difference in the sport with their eligibility to vote in USA Ultimate elections and have the option to seek election to the Board of Directors; become a sectional, regional or national coordinator; or join other volunteer committees.

We continue to work hard to add additional exclusive and valuable benefits like these. Check the USA Ultimate website regularly for updates on special offers such as those listed above.







# COMPETITION

Each year, hundreds of ultimate tournaments take place across the United States, and each year, USA Ultimate helps the sport continue to grow. In 2012, USA Ultimate sanctioned 336 events and designated 80 regular-season college events and 37 regular-season club events. In addition, USA Ultimate delivered 10 high-quality championship events across the youth, college and club divisions.

One of the biggest moves in the calendar year was the launch of the U.S. Open Ultimate Championships & Convention.



## U.S. Open Ultimate Championships & Convention

In line with Goals 1 and 3 of the newly designed strategic plan, USA Ultimate, in partnership with the Colorado Springs Sports Corporation, launched the inaugural U.S. Open Ultimate Championships & Convention in 2012 as a top international event focused on premier competition, education and community building.

The event was scheduled to be held at the Air Force Academy in Colorado Springs, Colo., but was moved to Fountain Valley School in the southeastern part of the city after wildfires began ravaging areas north and west of the city.

Twenty-four teams and over 600 athletes competed in the inaugural event, set to continue as an invite-only competition for the world's best teams each year.

In conjunction with the tournament portion of the event, a convention was also held, open to anyone and everyone in the ultimate community who desires to advance and develop the sport of ultimate worldwide. Although the convention aspect of the event was forced to be truncated due to the wildfire disaster, several expert speakers and discussion panels presented on topics ranging from marketing ultimate in the U.S. to developing leagues across age groups, maximizing athletic potential and more.

The competition portion of the event highlighted the best the sport has to offer: the best teams, athletes and competition.

## YOUTH COMPETITION

Each year, USA Ultimate hosts and helps organize dozens of youth division events across the country. Specifically hosted by USA Ultimate are regional championships and the Youth Club Championships. High school state championships are organized locally, but USA Ultimate assists with the organization and expansion of the program and sanctions each event.

## High School Regionals

2012 marked the first year of four High School Regional Championships, an expansion from just Eastern and Western Championships in 2011.



### Northeasterns - Open Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Amherst Regional	Wesley Chow
2	Needham	Daniel Moder
3T	Hampton	Richie Giza
3T	Longmeadow	Griffin Crafts
5T	John Jay	Laurent Rossignol
5T	Sharon	Paul Southard
7T	Columbia	Alex Bruning
7T	Pennsbury	Tom Roper
9	Fieldston	Aidan Penn
10	Xavier	Zac Camer
11T	Watchung Hills	Dylan Ma
11T	West Windsor-Plainsboro	Wesley Chen
13T	Mount Lebanon	Michael Ricci
13T	St. Johnsbury	Julian Grant
15T	Falmouth	Chloe Rowse
15T	Radnor	Chaudhri Usman

*Team Spirit Award Winner: Columbia*

### Northeasterns - Girls Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Amherst Regional	Leah Berlin
2	Watchung Hills	Annika Chan
3	Haverford	Kelly Milligan
4	Mount Lebanon	Rachel Greenwald
5	Amherst Regional - JVA	Gloria Miller
6	Allderdice	Jorlyn Legarrec-Taylor
7	Pioneer Valley	Izzy Oram-Brown
8	Columbia	Keely Zhang
9	Pennsbury	Bethany Tesarck
10	Stuyvesant	Victoria Chen
11	Andover	Lisa Qin
12	St. Johnsbury	Victoria Lopez

*Team Spirit Award Winner: Stuyvesant*



## Southerns - Open Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	University School of Nashville	Miro Hurdle
2	Independence	Mac McClellan
3	Grady	Alex Glick
4	Fayetteville	Carlin Purcell
5	Blackman	Zack Avello
6	Lakeside	Joe Bogan
7	Brookwood	Mac Mothorpe
8	YHB	Jay Boyle
9	Carolina Friends	Crispin Whittier
10	Madison Central	Spencer Brown
11	LC Bird	Jericho Payne

Team Spirit Award Winner: Grady

## Southerns - Girls Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	YHB	Kelly Willner
2	Chapel Hill	Dominica Sutherland
3	Grady	Kallie Monroe
4	University School of Nashville	Sophia Jelsma
5	YHB-JV	Amanda Pressman

Team Spirit Award Winner: YHB-JV



## Centrals - Open Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Hopkins	Zach Mekler
2	Holy Family Catholic	Daniel Schuster
3T	St. Paul Charter	Alec Olson
3T	Neuqua Valley	Johnny Saniat
5T	Minneapolis South	Pierre-Antoine Masscheleyn
5T	Cathedral	Mitch Hagan
7T	Edina	Ian Andre-Knudsen
7T	James Madison Memorial	Greg Maddox
9	De Smet	Tom Zitko
10	Harry D Jacobs	Jan Szmamda
11	Como Park	Sonny Erickson
12	Ames	Brady Brinkmeyer
13	Neuqua Valley - B	Adnan Ahmad
14	Monona Grove	Andrew Everts

Team Spirit Award Winner: Harry D Jacobs

## Centrals - Girls Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Holy Family Catholic	Kayla Fry
2	Cathedral	Allison Prom
3	St. Paul Charter	Olivia Olson
4	Armstrong	Meg Lake
5	Neuqua Valley	Alexa Kaczor
6	Minneapolis South	Sylvia Reilly
7	James Madison Memorial	McKenna Becker
8	Neuqua Valley - JV	Megan Halverson

Team Spirit Award Winner: James Madison Memorial



## Westerns - Open Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Denver East	Mark Rawls
2	Boulder	Joshua Armitage
3T	Summit	Braedon Petrus
3T	Monarch	Hayden Haun
5	Berkeley	Dylan Owens
6	Brighton	Sean Roberds

Team Spirit Award Winner: Brighton



## High School State Championships

Forty-one titles were awarded across 24 states in the open, girls' or mixed divisions in 2012, right in line with the number of states participating in 2011 but with more states offering multiple divisions. Three more titles were awarded in 2012 than in the previous year. Here are the winning schools from 2012:

### CALIFORNIA

Open: Alameda

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### COLORADO

Open: Fairview

Girls: Monarch

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### GEORGIA

Open: Collins Hill

Open D2: Lambert

Girls: Atlanta International

---

### IDAHO

Mixed: Borah

---

### ILLINOIS

Open: Neuqua Valley

Girls: Geneva

---

### INDIANA

Open: Center Grove

---

### MAINE

Open: Fryeburg

---

### MARYLAND

Open: Calvert Hall

---

### MASSACHUSETTS

Open: Amherst Varsity

Open D2: Hartsbrook

Open D3: Xaverian Brothers B

Girls: Pioneer Valley

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### MINNESOTA

Open: Hopkins

Girls: Cathedral

---

### MISSOURI

Open: De Smet

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### NEW JERSEY

Open: Columbia

Open D2: East Brunswick

Girls: Watchung Hills

---

### NEW YORK

Open: John Jay

---

### NORTH CAROLINA

Open: Chapel Hill

---

### OHIO

Open: Holy Family Catholic

Girls: Holy Family Catholic

---

### OREGON

Open: South Eugene

Girls: Sheldon

Mixed: Sheldon

---

### PENNSYLVANIA

Open: Fox Chapel

Girls: Radnor

---

### TENNESSEE

Open: University School of

Nashville

---

### TEXAS

Open: James Bowie

---

### UTAH

Open: Lone Peak

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### VERMONT

Open: St. Johnsbury

Girls: St. Johnsbury

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### VIRGINIA

Open: YHB

Girls: YHB

---

### WASHINGTON

Open: Northwest School

Girls: Seattle Academy

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### WISCONSIN

Open: Madison West

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## Youth Club Championships

USA Ultimate hosted the eighth-annual Youth Club Championships in 2012 in Blaine, Minn. With numbers climbing each year, the event was again bigger than ever with a field of 35 teams across four divisions: U-19 open, U-19 girls, U-19 mixed and U-16 open.

### U-19 Open Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Minnesota	Joel Morton
2	Cincinnati	Josh Fisher
3T	Denver	Mark Rauls
3T	DiscNW	Jordon Lim
5T	BUDA	Eliot Bemis
5T	DeVYL	Nico Lake
7T	Chicago	Jan Szmanda
7T	PHUL	Arlo Galetko
9	TYUL	Eric Hewell
10	Atlanta	Sebastian Di Francesco
11	Iowa	Ethan Kumbera
12	DiscNY	Danny Siegel
13	Denver-B	Diego Lander-Saldana
14	Spearfish	Austin Walker

*Team Spirit Award Winner: Denver-B*

### U-16 Open Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	Seattle	Eric Huynh
2	DeVYL	Matt Baker
3	TYUL	Everett Dang
4	Bay Area Disc	Skylar Johnson
5	Cincinnati	Tullus Dean
6	PHUL	Max Thompson
7	Minnesota	Lucas Bulger
8	Chicago	Tyler Barrett

*Team Spirit Award Winner: Cincinnati*

### U-19 Mixed Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	BUDA	Justin Wu
2	DiscNW	Home Aalfs
3	Maine	Chloe Rowse
4	Bay Area Disc	Ali Mathews
5	Minnesota	Emily Mattison
6	Chicago	Devin Simonelli
7	DiscNY	Nancy Ko
8	Madison	Peter Walker

*Team Spirit Award Winner: Minnesota*

### U-19 Girls Division

FINISH	TEAM	SPIRIT AWARD WINNER
1	DiscNW	Lani Nguyen
2	Cincinnati	Kelsey Gibboney
3	Denver	Marcelle Spracklink
4	Minnesota	Ellie Martin
5	TYUL	Klara Calderon-Guthe

*Team Spirit Award Winner: Cincinnati*

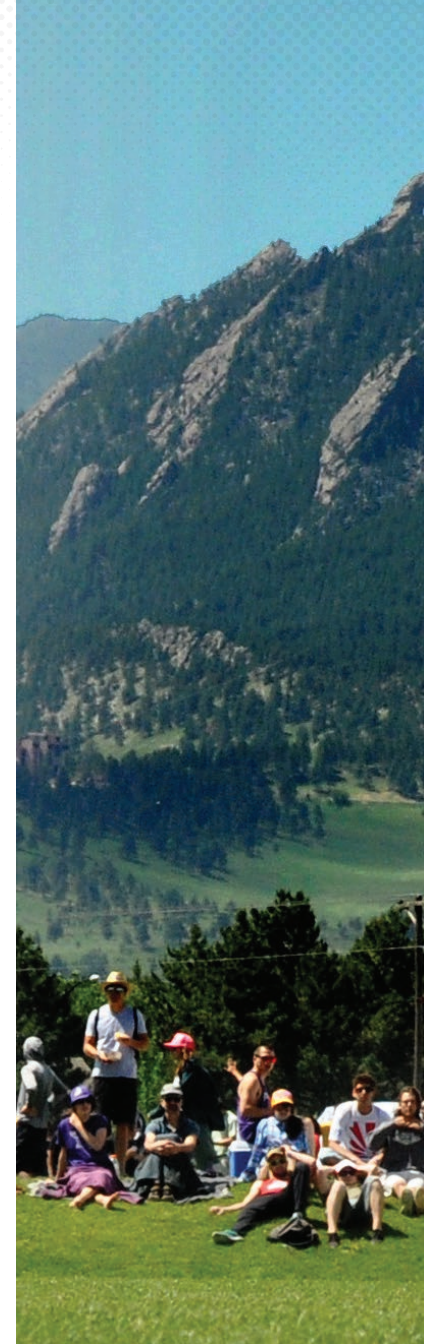
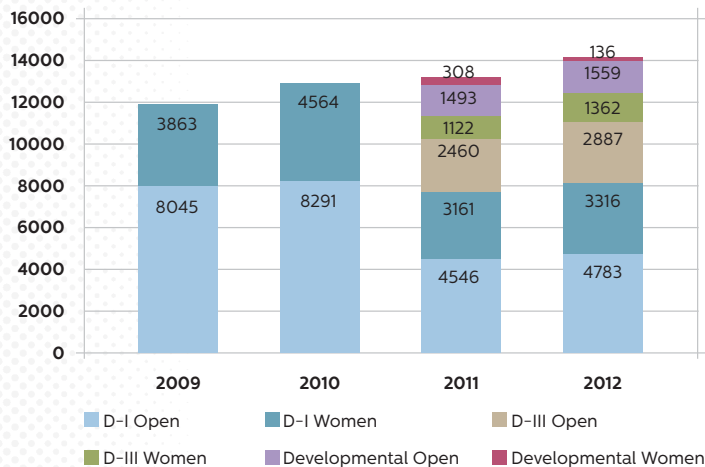


## College Division Competition

The college division continues to be USA Ultimate’s largest member segment. The growth in sanctioned events and tournaments included in the college regular season reflect that trend. A total of 14,043 athletes participated in the 2012 college series, growth of approximately nine percent over 2011.

The College Championship Series was again held to qualify teams for the 2012 College Championships. Championships were held for Division I and Division III schools in Boulder, Colo. and Appleton, Wis., respectively. 2012 marked the third year of the Division III Championships, and participation in the smaller division continued its upward growth trend.

### COLLEGE PARTICIPATION





Disc

the  
USA

the

USA



## Division I College Championships - Open

FINISH	TEAM	SPIRIT AWARD WINNER
1	Pittsburgh	Scott Marsh
2	Wisconsin	Shane Saddison-Bradford
3T	Carleton College	Clay Dewey-Valentine
3T	Oregon	Morgan Cliburn
5T	Central Florida	Alex Bullock
5T	Luther	Peter Storvick
5T	Minnesota	Matt Marinello
5T	Tufts	Matt Taylor
9	Colorado	Noah Baker
10	Texas	Marty Martinez
11	California	Nick Okita
12	Georgia Tech	Ramu Annamalai
13T	North Carolina	Adam Carr
13T	Washington	Ian Hash
15T	Michigan	Carson Mailler
15T	Minnesota-Duluth	Ryan Pekarna
17T	Michigan State	Jesse Ellwood
17T	Ohio	Luke Eastman
19T	California-Davis	Robby Merk
19T	Cornell	Jesse Simons

Team Spirit Award Winners:  
Georgia Tech & Minnesota-Duluth

2012 Callahan Award Winner:  
Nick Lance – Georgia Tech

## Division I College Championships - Women's

FINISH	TEAM	SPIRIT AWARD WINNER
1	Washington	Lucy Williams
2	Oregon	Claire Stewart
3T	Michigan	Adrienne Lemberger
3T	Tufts	Eliza Earle
5T	Iowa	Justine Hart
5T	North Carolina	Amy Gilbert
5T	Ohio State	Caitlin Harley
5T	Texas	Darbi Donaldson
9	California	Katelyn Barrett
10	Iowa State	Daisy Velasco
11	British Columbia	Crystal Koo
12	UCLA	Kelly Wiese
13T	Florida	Lili Morris
13T	Stanford	Leslie Rogers
15T	Sonoma State	Erin Moses
15T	Wisconsin	Amelia Cuarenta
17T	Humboldt State	Natalie Green
17T	Virginia	Rachel Schmidt
19T	Delaware	Grace Refl
19T	Ottawa	Tessa Van Leeuwen

Team Spirit Award Winner: Florida

2012 Callahan Award Winner:  
Paula Seville – Michigan



## Division III College Championships - Open

FINISH	TEAM	SPIRIT AWARD WINNER
1	Carleton College-GOP	Matt Godfrey
2	Puget Sound	Henry Funk
3T	North Park	Sean Burke
3T	Rice	Sean Murphy
5T	St. John's	Alex Sell
5T	St. Olaf	Eric Larsen
7T	Bentley	Maxwell Rick
7T	Lewis & Clark	Ben Lohre
9T	Reed	Michael Badr
9T	Stevens Tech	Mason Compton
11T	Kenyon	Dan Kipp
11T	Rensselaer Polytech	John Grover
13T	Bowdoin	Jake Shorty
13T	Wake Forest	Brett Kaiser
15T	Claremont	Zack Purdy
15T	Georgia College	Christopher Hannah

*Team Spirit Award Winner: Claremont*

## Division III College Championships - Women's

FINISH	TEAM	SPIRIT AWARD WINNER
1	Claremont	Jenya Kahn-Lang
2	Grinnell	Linnea Van Pilsun-Bloom
3T	Carleton College-Eclipse	Claire Leichter
3T	Haverford	Elinor Hickey
5T	Lehigh	Sarah Johnson
5T	Valparaiso	Mandi Lazzaro
7T	Bowdoin	Tess Chardiet
7T	Truman State	Emily Firsching
9T	Pacific Lutheran	Chelsea Paulsen
9T	St. Olaf	Brynn Rathjen
11T	Elon	Morgan Cannino
11T	Mary Washington	Devon Davis
13T	Princeton	Julia Yue
13T	Willamette	Susa Lynne
15T	Hendrix	Annemarie Beck
15T	Stonehill	Rachel Dauer

*Team Spirit Award Winner: Grinnell*





## U.S. Open Championships

The inaugural U.S. Open Championships were contested in Colorado Springs, Colo., over the Fourth of July weekend, despite wildfires raging in the area that devastated homes and businesses. The competition was moved from the Air Force Academy to Fountain Valley School in southeastern Colorado Springs.

Twenty-four teams competed in the inaugural U.S. Open, eight each in the mixed, open and women's divisions. The field included three international teams, one in each division: one team from Canada and two from Colombia.

### Open Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Johnny Bravo	Boulder, Colo.	Joe Kershner
2	Chain Lightning	Atlanta, Ga.	Jason Simpson
3T	Truck Stop	Washington, D.C.	Jonathan Neeley
3T	Ring of Fire	Raleigh, N.C.	N/A
5	Doublewide	Austin, Texas	Jerrod Wolfe
6	GOAT	Toronto, Canada	Dan Hassell
7	Kie	Medellin, Colombia	Camilo Buitrago
8	Inception	Denver, Colo.	Gabe Hart

*Team Spirit Award Winner: Chain Lightning*

### Mixed Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Polar Bears	San Francisco, Calif.	Palak Shah
2	Slow White	Boston, Mass.	Michael Miller
3T	Drag'n Thrust	Minneapolis, Minn.	Christie Dosch
3T	Odyssée	Montreal, Canada	Raynald Nemours
5	Chad Larson Experience	Ames, Iowa	Kurt Brorsen
6	Overhaul	Michigan	Spencer Jolly
7	Golden Spike	Salt Lake City, Utah	Kipp Robinson
8	Euforia	Bogotá, Colombia	Juanita McCallister

*Team Spirit Award Winner: Golden Spike*

### Women's Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Riot	Seattle, Wash.	Hana Kawai
2	Scandal	Washington, D.C.	Sandy Jorgensen
3T	Phoenix	Raleigh, N.C.	Lauren Gardner
3T	Showdown	Austin, Texas	Diana Charrier
5	Ozone	Atlanta, Ga.	Emily Lloyd
6	Molly Brown	Boulder, Colo.	Sally Lambert
7	Safari	San Diego, Calif.	Rosalind Tsao
8	Aerosoul	Bogotá, Colombia	Johana Forero

*Team Spirit Award Winner: Molly Brown*

## Club Championships Series

Team participation numbers in the Club Championship Series dropped slightly from 2011 to 2012, from 641 participating teams in 2011 to 604 participating teams in 2012. The open division remained the largest with 260 teams, followed closely by the mixed division with 231.

Regions were redrawn for the 2012 season, resulting in eight regions, an increase from the six regions contested in 2011. The Great Lakes and North Central regions were added in 2012, formed from other, larger regions, and several others were adjusted to form the South Central and Southeast regions. The South region's borders were redrawn, and the original area is largely contained in the current Southeast region.

2012 also marked the first club regular season of sanctioned events with direct implications for Nationals bid allocation. Rankings were maintained throughout the season, with a minimum threshold for inclusion of 10 sanctioned games.

The following teams finished the regular season atop the rankings:

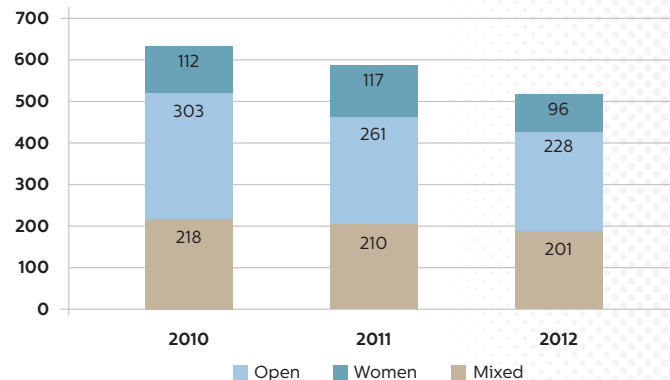
**Open – Ironside**

**Women's – Fury**

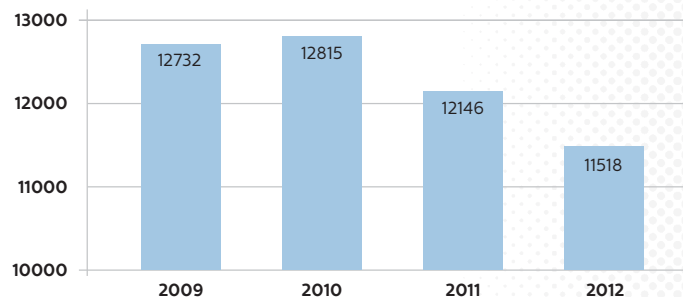
**Mixed – Drag'n Thrust**

**\* NOTE:** As individual membership continues to increase (p.17) in all age categories, USA Ultimate is creating more program-specific opportunities for all divisions, including College and Club. As a result, fewer college teams participate in the Club Championship Series now than in the past. The decrease in Club Series participation by college teams is by design and a function of more directed program offerings in both the College and Club divisions.

### CLUB SERIES PARTICIPATION (TEAMS)



### CLUB SERIES PARTICIPATION (ATHLETES)\*





## Club Championships

The 2012 Club Championships were once again held in Sarasota, Fla., from October 25-28. Sixty teams and roughly 1,500 athletes competed across four divisions – mixed, open, women’s and masters – to try and take home national titles.



### Mixed Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Blackbird	San Francisco, Calif.	Susan Batchelder
2	Polar Bears	San Francisco, Calif.	AJ Shankar
3T	Drag'n Thrust	Minneapolis, Minn.	Christie Dosch
3T	Mischief	San Francisco, Calif.	Hilary Vance
5	Cosa Nostra	Austin, Texas	Varun Pattani
6	Odyssée	Montreal, Canada	Julie Blais
7T	Chad Larson Experience	Ames, Iowa	Nick Turco
7T	The Ghosts	Cambridge, Mass.	Kree Graham
9	Bucket	Atlanta, Ga.	Molly Snipes
10	Slow White	Boston, Mass.	Chris Waite
11	American BBQ	San Francisco, Calif.	Kevin Manss
12	7 Figures	Los Angeles, Calif.	Caitlin Rugg
13	Overhaul	Michigan	Jesse Ellwood
14	AMP	Philadelphia, Penn.	Billy Olli
15	Wild Card	Lexington, Mass.	Kristen Stasinowsky
16	Mental Toss Flycoons	Missoula, Mont.	Sarah Megyesi

*Team Spirit Award Winner: Mental Toss Flycoons*

## Women's Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Fury	San Francisco, Calif.	Lauren Casey
2	Riot	Seattle, Wash.	Hana Kawai
3T	Scandal	Washington, D.C.	Katie Shepley
3T	Showdown	Austin, Texas	Tina Woodings
5	Molly Brown	Boulder, Colo.	Sally Lambert
6	Nemesis	Chicago, Ill.	Emily Hadel
7	Capitals	Toronto, Canada	Kate Jardine
8	Ozone	Atlanta, Ga.	Kirsten Shell
9	Traffic	Vancouver, Canada	Candace Chan
10	Nightlock	San Francisco, Calif.	Abby VanMuijen
11	Heist	Madison, Wis.	Emily Langland
12	Brute Squad	Boston, Mass.	Jackie Boothe
13	Phoenix	Raleigh, N.C.	Alicia Lagasca
14	Hot Metal	Pittsburgh, Penn.	Susan Thomas
15	Underground	Seattle, Wash.	Petra Kowalski
16	Schwa	Portland, Ore.	Bre Austin

*Team Spirit Award Winner: Fury*

*Kathy Pufahl Award: Lauren Casey – Fury*

## Open Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Doublewide	Austin, Texas	Steven Darroh
2	Revolver	San Francisco, Calif.	Martin Cochran
3T	Ironside	Boston, Mass.	Russell Wallack
3T	Ring of Fire	Raleigh, N.C.	Thomas Ward
5	Machine	Chicago, Ill.	Michael Shiel
6	GOAT	Toronto, Canada	Scotty Nicholls
7T	Chain Lightning	Atlanta, Ga.	Jason Simpson
7T	Sockeye	Seattle, Wash.	Aly Lenon
9	Madison Club	Madison, Wis.	Nat Thibedeau
10	Rhino	Portland, Ore.	Ben Lohre
11	Furious George	Vancouver, Canada	Bobo Eyrich
12	Johnny Bravo	Boulder, Colo.	Jack McShane
13T	Sub Zero	Minneapolis, Minn.	Sean Breaux
13T	Truck Stop	Washington, D.C.	Dave Cranston
15	Boost Mobile	San Francisco, Calif.	Henry Adams
16	PoNY	New York, N.Y.	Jody Avirgan

*Team Spirit Award Winner: Machine*

*Farricker Award Winner: Martin Cochran – Revolver*

## Masters Division

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Surly	Minneapolis, Minn.	Sky Davey
2	Boneyard	Raleigh, N.C.	Robbye Brooks
3	Johnny Encore	Boulder, Colo.	Dave Remucal
4	Reckon	Atlanta, Ga.	Alan Reeves
5T	GLUM	Ottawa, Canada	Brett Taylor
5T	No Country	Brattleboro, Vt.	Bill Stewart
7T	Burnside	Portland, Ore.	Gregg Andrick
7T	Tejas	Austin, Texas	Brian Thompson
9	Chesapeake	Philadelphia, Penn.	Anthony Iwaszko
10	Wasted Talent	Chicago, Ill.	Paul Callaway
11	Figjam	Calgary, Canada	Paul Embregts
12	Crawl	Phoenix, Ariz.	Josiah Roberts

*The master's division continues to use the six-region format that was in place in 2011.*

*Team Spirit Award Winner: Crawl*

*Marty Bakko Award Winner:*

*Dave Remucal – Johnny Encore*



## Grand Masters Championships

The 2012 Grand Masters Championships were held in Blaine, Minn., September 1-3. It was the first year in which the Championships were held over the course of three days and were moved from the traditional summer scheduling to Labor Day weekend.

With the shift in time of year, there was not enough interest to hold a Masters Women's Championship. It was the first time since the inception of the event that there was not a women's division alongside the grand masters men.

The event did grow on the men's side. Two teams were added in 2012 for a total of 18, compared to 2010 and 2011's 16-team fields.



### Grand Masters

FINISH	TEAM	CITY	SPIRIT AWARD WINNER
1	Surly GM	Minneapolis, Minn.	Eric Enge
2	Scrapple	Philadelphia, Penn.	Jay Soda
3T	Boulder Gun Club	Boulder, Colo.	Peter Delamere
3T	Georgetown Brewing	Seattle, Wash.	Fraser Stanton
5	The Le Grande Tigre	Santa Fe, N.M.	Jamal Yusuf
6	DoG	Boston, Mass.	Simon Verghese
7	T-Rex	Raleigh, N.C.	Rod Hannon
8	Man Down	Philadelphia, Penn.	George Troemel
9	Old Line	Cockeysville, Md.	Len Pettiford
10	Moscow State	New Rochelle, N.Y.	Eric Diamond
11	Iron City Ultimate	Pittsburgh, Penn.	Tom Bohman
12	Brooklyn	Brooklyn, N.Y.	Phil Vlahakis
13	Sick Hammers	Austin, Texas	Doug McLaughlin
14	Ozark Hillbillys	Fayetteville, Ark.	Bob Lee
15	Grandmaster Trash	St. Paul, Minn.	Darryl Dahlheimer
16	Old Milwaukee	Milwaukee, Wis.	Scott Severson
17	Age Against the Machine	Cincinnati, Ohio	Dave Fry
18	Thirst'n Howl	Fremont, Calif.	Rick Colbeth

*Team Spirit Award Winner: Sick Hammers*



## International Competition

Highlighted in Goal 5 of the new strategic plan, achieving sustained excellence of USA Ultimate teams in international competition will be a major focus for USA Ultimate over the next six years. U.S. national teams participated in two international events in 2012: the World Flying Disc Federation’s World Ultimate and Guts Championships and the U-19 World Junior Ultimate Championships.

## World Ultimate and Guts Championships

The 2012 World Flying Disc Federation’s World Ultimate and Guts Championships were held in Sakai, Japan July 7-14.



The United States fielded teams in each of the five ultimate divisions: open, mixed, women’s, open masters and open women’s. The teams that represented the U.S. earned their bids to Japan in the 2011 Club Championship Series. Amongst the five teams, they took home two gold medals and a silver from the 2012 WUGC.

## Results

DIVISION	U.S. CLUB TEAM	FINAL STANDING
Open	Revolver	1st
Women’s	Fury	2nd
Mixed	Blackbird	4th
Open Masters	Surly	4th
Open Women	Team USA	1st



## World Junior Ultimate Championships

The 2012 World Junior Ultimate Championships were held in Dublin, Ireland from August 12-18, but USA Ultimate began preparing for the event long before the summer of 2012.

### TEAM FORMATION TIMELINE:

**SUMMER 2011** – USA Ultimate’s U.S. Team Coaching Committee begins the search for head coaches.

**AUGUST 17, 2011** – Kyle Weisbrod and Ben Van Heuvelen named as head coaches of the girls and open teams, respectively.

**OCTOBER 3 – NOVEMBER 30, 2011** – Application window for interested athletes

**DECEMBER 8, 2011** – Assistant coaches named for each team. Jamie Nuwer and Leila Tunnel for the girls team; Chase Sparling-Beckley and George Stubbs for the open team.

**JANUARY 2012** – Invitations sent to 160 most promising applicants, in deepest pool ever received, to attend tryouts in either Atlanta, Ga. or Burlington, Wash.

**MARCH 2012** – Tryouts in Atlanta, Ga., and Burlington, Wash.

**APRIL 9, 2012** – Final rosters announced

### RESULTS:

The U-19 girls team came home with a silver medal after falling to Colombia in the finals. The U-19 boys team brought home a gold after defeating Colombia in the finals.

### U-19 Girls

PLAYER	HOMETOWN	HIGH SCHOOL	COLLEGE
Tasha Arvanitis	Hinsdale, Ill.	Illinois Mathematics & Science	Harvey Mudd
Kersten Barton	Mercer Island, Wash.	Seattle Academy	n/a
Sarah Edwards	Seattle, Wash.	Holy Names Academy	Washington
Jojo Emerson	Arlington, Va.	H-B Woodlawn Secondary	n/a
Nina Finley	Seattle, Wash.	Seattle Academy	n/a
Zoe Freedman Coleman	Amherst, Mass.	Amherst Regional HS	n/a
Olivia Hampton	Warren, N.J.	Watchung Hills Regional HS	n/a
Margo Heffron	Seattle, Wash.	Nathan Hale HS Seattle	n/a
Hannah Henkin	Radnor, Penn.	Radnor HS	n/a
Ana Leon	Atlanta, Ga.	Paideia School	n/a
Nhi Nguyen	Superior, Colo.	Monarch HS	n/a
Eva Petzinger	Pittsburgh, Penn.	Allderdice HS	Dartmouth
Tiffany Phan*	Seattle, Wash.	Franklin HS	n/a
Marissa Rafter	Alameda, Calif.	Alameda CLS	Laney College
Claire Revere	Seattle, Wash.	Lakeside School	n/a
Erynn Schroeder*	Plymouth, Minn.	Armstrong HS	St. Benedict
Jesse Shofner	Nashville, Tenn.	University School of Nashville	Oregon
Jessie Thoreson	Seattle, Wash.	Nathan Hale HS	n/a
Qxhna Titcomb	Sammamish, Wash.	King’s Academy	Tufts
Angela Zhu	Amherst, Mass.	Amherst Regional HS	n/a

\*Originally listed as alternates but travelled with the team to compete in Dublin.

### U-19 Girls Alternates

PLAYER	HOMETOWN	HIGH SCHOOL	COLLEGE
Camila Arevalo	Atlanta, Ga.	Paideia School	NYU
Sonja Haroldson	Seattle, Wash.	The Bush School	n/a
Alika Johnston	Arlington, Va.	H-B Woodlawn Secondary	Virginia
Alex Ode	Boise, Idaho	Boise HS	Oregon

## U-19 Open

PLAYER	HOMETOWN	HIGH SCHOOL	COLLEGE
Amos Adams	Leverett, Mass.	Amherst Regional HS	Colorado College
Eric Biggs	Amherst, Mass.	Amherst Regional HS	Maryland
Jay Boyle	Arlington, Va.	Yorktown HS	n/a
Nils Clauson	Atlanta, Ga.	The Paideia School	n/a
Khalif El-Salaam	Seattle, Wash.	The Northwest School	n/a
Harper Garvey	St. Paul, Minn.	Great River School	n/a
Anthony Gossard	Meridian, Idaho	Bishop Kelly HS	Boise State
Aaron Honn	Eugene, Ore.	South Eugene HS	Oregon
Paul Klimkowski	Fairless Hills, Penn	Pennsbury HS	Florida Atlantic
Natan Lee-Engel	Seattle, Wash.	Nathan Hale HS	n/a
Justin Lim	Seattle, Wash.	Seattle Academy	n/a
Michael Kilian Marsh	Seattle, Wash.	The Northwest School	California-San Diego
Eli Motycka	Nashville, Tenn.	University School of Nashville	n/a
Danny On	Amherst, Mass.	Amherst Regional HS	n/a
Henry Phan	Seattle, Wash.	Opportunity Skyway	n/a
John Reynolds	Seattle, Wash.	Seattle Academy	Carleton College
John Stubbs	Atlanta, Ga.	Paideia School	n/a
Mike Sylvester	Seattle, Wash.	University Preparatory Academy	n/a
Carter Thallon	Eugene, Ore.	South Eugene HS	Tufts
Mark Vandenberg	Atlanta, Ga.	Paideia School	n/a
Evan Walter	Maplewood, N.J.	Columbia HS	n/a
Garrett Yetman	Walker, La.	Catholic HS	n/a

## U-19 Open Alternates

PLAYER	HOMETOWN	HIGH SCHOOL	COLLEGE
Jesse Bolton	Seattle, Wash.	The Northwest School	n/a
Jesse Harris	Amherst, Mass.	Amherst Regional HS	Northeastern
John Kennedy	Newport News, Va.	Woodside HS	Thomas Nelson
Eli Leonard	Minnetonka, Minn.	Breck School	Michigan

## 2013 International Events

Calendar year 2013 holds some exciting opportunities for USA Ultimate's international teams. Both the World Games and World Flying Disc Federation's World Under-23 Ultimate Championships will be held in 2013, in Cali, Colombia and Toronto, Canada, respectively. The application window was open in 2012 for interested players, and coaches were selected to lead the four national teams in 2013 competition.

### WORLD GAMES TEAM

Head Coach: Alex Ghesquiere

Assistant Coach: Matty Tsang

### U-23 HEAD COACHES

Mixed: Martin Aguilera

Open: Bob Krier

Women: Mike Whitaker



TRIPLE CROWN  
TOUR

CARLS

MY LEAGUE  
CHAMPIONS



# THE FUTURE

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As the final step in the two-year club restructuring process outlined in USA Ultimate's 2008-2012 strategic plan, the Triple Crown Tour was finalized and announced in the fall of 2012. The Triple Crown Tour is a competitive structure that provides something for everyone and represents the next step in the evolution of the sport.



The Triple Crown Tour (TCT) builds on the success of the longstanding Club Series and was developed through feedback from the ultimate community. The TCT was structured with four main goals in mind:

- Provide more meaningful playing opportunities
- Provide more accessible playing opportunities
- Encourage participation and growth
- Showcase the sport at its best

Every club ultimate team in North America is eligible to participate in the Triple Crown Tour. Teams are slotted into four flights based on competitive performance, and all are subject to relegation dependent on the current year's results. Each year, the best of the best will get a chance to compete for the Triple Crown, the *ultimate* ultimate champion who wins the U.S. Open Championships, the regular season and the Club Championships in the same year.



**TEAMS:** Top eight teams in North America

**QUALIFICATION:** Regular season Pro Flight champion, plus the next seven teams, based on results from the previous season's National Championship



**TEAMS:** 9th-16th best teams in North America

**QUALIFICATION:** Teams placing 9th-16th at the previous season's National Championship



**TEAMS:** Up to four teams per geographic region, 32 teams maximum

**QUALIFICATION:** Based on regional playoff results, in order of top teams that do not qualify for the National Championships



**TEAMS:** Unlimited

**QUALIFICATION:** Any USA Ultimate registered team eligible to compete in the regular season or the postseason Championship Series

With a more formal regular season, games played at Tour events over the summer leading up the Championship Series really matter. Teams in each flight are provided opportunities to play in events specific to their flight, guaranteeing at-level competition for all participating teams throughout the Tour. Cross-flight challenges are built into the season schedule as well, ensuring that teams have access to playing opportunities that will help them develop and keep the Tour competitive.

The more structured TCT format also provides showcase opportunities for the sport, for participating players, the current ultimate community, outside fans and media. The U.S. Open Championships is one such example. The best teams from the United States face off against some of the best from around the world. In the end, the system will lead to more consistency for teams and more opportunities for sponsorships and increased exposure.

2013 will be the inaugural season for the new Triple Crown Tour, as well as the kick-off for the new USA Ultimate strategic plan, which includes increasing the visibility of the sport as Goal 1. The Triple Crown Tour is a major first step to achieving that goal, and it promises to be an exciting ride for everyone involved.

# PROGRAM GROWTH



## Sanctioning Program

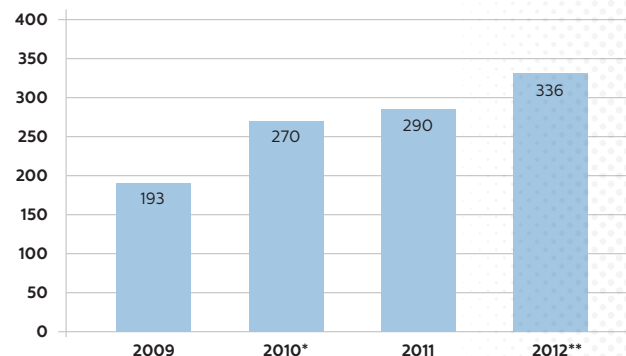
With the goal of encouraging and supporting the growth of ultimate at all levels, the USA Ultimate Sanctioning Program assists event organizers in providing their local communities with opportunities to participate and learn about the sport through high-quality, well-organized events. Tournaments and leagues sanctioned through USA Ultimate receive legitimacy through their association with USA Ultimate, insurance coverage, access to additional resources and materials and much more.

USA Ultimate sanctioned 336 events in 2012, a growth of 15 percent over 2011. In addition to countless leagues and tournaments, those 336 sanctioned events included 80 college regular-season events and 37 club events to make up the division's first official regular season.

After announcing the new tiered structure for sanctioned events in late 2011, the changes truly went into effect in 2012. Recreational, competitive, league and insured events were all separated into different tiers, so competition requirements could be tailored to better suit the specific event level and its competitive goals. The changes ensured more uniformity across events that impacted regular-season rankings, enabling easier and more equal comparisons across events.

Of sanctioned event participants, 88 percent of league and 96 percent of tournament participants were aware of the USA Ultimate sanctioning. Overall, the events received an average quality rating of 4.2 out of a possible 5.

### USA ULTIMATE SANCTIONED EVENTS



*\*2010 marked the beginning of the official college regular season*

*\*\*2012 marked the beginning of the official club regular season*

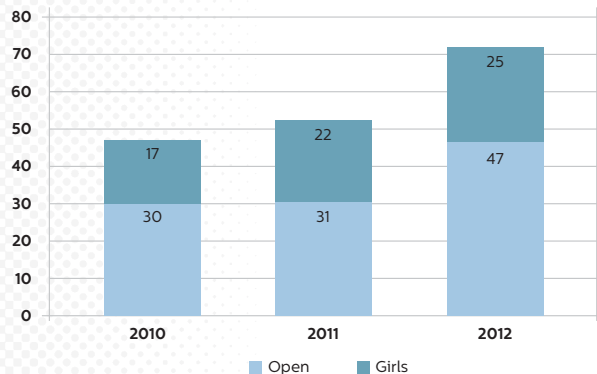
## Youth

2012 saw the introduction of two additional high school regional championship events, bringing the total to four: Northeastern, Southern, Central and Western.

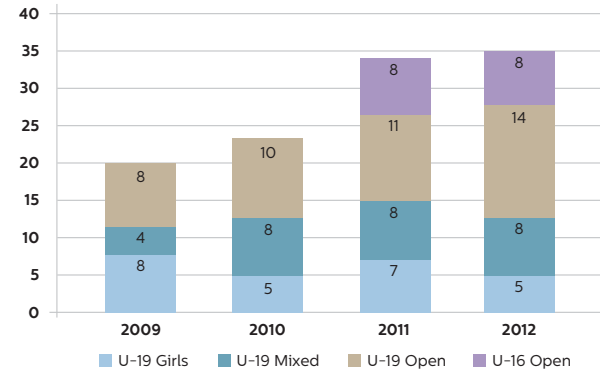
The Youth Club Championships added representation from 10 new communities and saw growth in its newest division – eight teams and more athletes participated in the U-16 open division in 2012.

Forty-one State Championship titles were awarded across 24 states in the open, girls’ or mixed divisions in 2012, right in line with the number of states participating in 2011 but with more states offering multiple divisions. Three more titles were awarded in 2012 than in the previous year. The youth girls division is often the most difficult division in which to see growth, but two new states, Wisconsin and Utah, offered girls’ divisions at their state championship events in 2012.

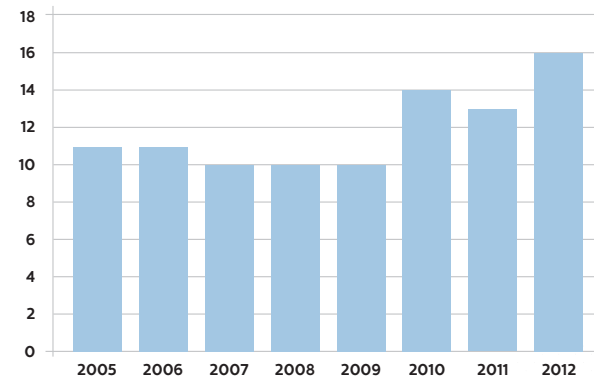
### HIGH SCHOOL REGIONALS PARTICIPATING TEAMS\*



### PARTICIPATING YCC TEAMS



### CITIES REPRESENTED AT YCC



*\*In 2012, the USA Ultimate High School Regional Championships transitioned from only two events, Eastern and Western, to four: Central, Northeastern, Southern and Western.*





## Outreach Programs

USA Ultimate held eight Learn to Play clinics in 2012 in five cities/states: North Carolina, Tampa, Colorado Springs, Sarasota and Missouri. Participants across the eight clinics totaled 108. Only one Learn to Play clinic was held in each of the two previous years.

USA Ultimate also held three week-long summer camps in Boulder with 48 campers aged 7-15. Comparatively, in 2011, one week-long camp was held which had only three participants.

USA Ultimate staff members also attended three events held by the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) and the National Parks and Recreation Association conference to network with associations like the YMCA and physical education teachers across the country. The staff worked to advance the sport of ultimate amongst these key groups and developed relationships that can be leveraged in future years.

During the 2012 calendar year, 230 outreach kits were distributed to groups advancing ultimate as a teaching tool and recreational activity. Physical education teachers received 130 of those kits, many of whom were introduced to the sport and teaching possibilities through USA Ultimate's presence at the AAHPERD events. The remaining 100 kits were distributed amongst other outreach programs including Playworks, the Boy Scouts of Cincinnati and other groups.



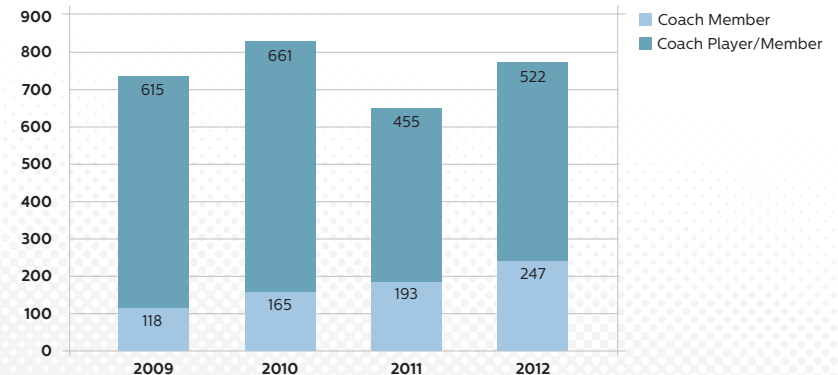
## Coaching

Through the Coaching Development Program, USA Ultimate has been running clinics to certify coaches since 2004. The Coaching Development Program, again sponsored by Five Ultimate in 2012, is a process of educating coaches, professionalizing and growing the vocation of coaching and creating a pool of qualified volunteers to help grow the sport of ultimate.

In an attempt to promote the professionalization of ultimate coaching and to further athlete safety, in 2012, USA Ultimate began requiring all coaches to receive background checks through our partners at NCSI. 2012 was also the first year in which coaches were required for each team participating in a USA Ultimate youth championship event.

In 2012, USA Ultimate's Coaching Development Programs hosted 23 clinics across the United States for 327 participants. Coaching memberships have increased steadily since it became a membership level in 2009.

**USA ULTIMATE COACHING MEMBERSHIPS**





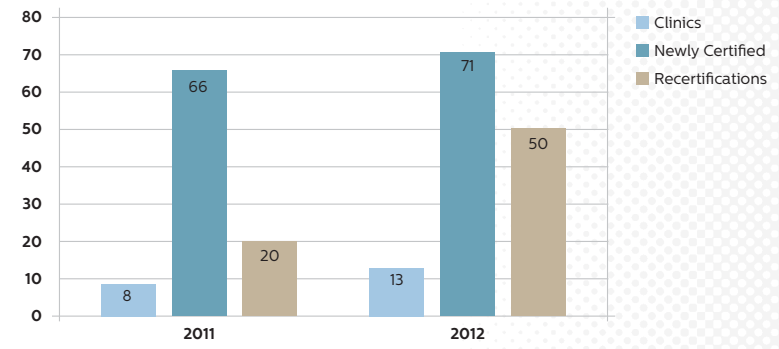
## Observer Program

USA Ultimate endorses the use of observers in ultimate but does not endorse the use of referees. Observers have the responsibility to uphold Spirit of the Game on the field, but responsibility for the integrity of ultimate and Spirit of the Game remains with the players.

The USA Ultimate Observer Program took on its current structure in 2005 with the completion of a standardized training manual, outlining the training clinic curriculum and development of criteria for certification. The Observer Program is overseen by the USA Ultimate Observer Committee which is responsible for determining guidelines for observing, including current standards for USA Ultimate competition, and training materials and methods.

In 2012, the USA Ultimate Observer Program held 13 successful clinics, training 71 new certified observers. Fifty observers were also recertified, and six new trainers were trained over the course of the year.

**OBSERVER PROGRAM**



# MARKETING AND COMMUNICATIONS

## Sponsorship and Merchandising

USA Ultimate secured its first-ever Fortune 500 partner and biggest non-endemic cash sponsor in a partnership with CORT Furniture. CORT provided financial support to USA Ultimate and sponsored prize money for the Division I College Championship winners in each division.

Successful relationships with endemic merchandisers continued in 2012. Breakmark, Five Ultimate, Spin and VC Ultimate were all named official merchandisers for at least one USA Ultimate championship event in 2012. Five Ultimate also sponsored the U.S. national teams competing at the World Ultimate and Guts Championships and the World Junior Ultimate Championships.

Merchandise revenues increased nine percent in 2012, bringing USA Ultimate licensed merchandise sales to their highest levels in the organization's history.

Other partnerships also continued to be successful. USA Ultimate received royalties from an ongoing relationship with the Wyndham Hotel Group, and new revenue streams in sponsorship, licensing and advertising provided additional funds for USA Ultimate in 2012.



## Broadcasting

USA Ultimate continued the relationship with CBS Sports to broadcast the Division I College Championships for the tenth consecutive year. New partnerships were also initiated to provide ultimate fans everywhere unparalleled coverage of the year's biggest events.

USA Ultimate partnered with YouTube in 2012 to become a premium live sports channel. The platform was used to broadcast live footage from the 2012 Club Championships. Archived content is also available for viewing, and advertising revenues are shared. Over the course of the year, the USA Ultimate YouTube channel received 568,000 views and 4,507 subscribers, which equates to more than 1000 percent growth in channel subscriptions.

In addition, USA Ultimate hired NexGen Productions to provide the ultimate community with extended live coverage of the College Championships and Club Championships. A new partnership with Wink, Inc. Productions providing live streaming of the inaugural U.S. Open Championships; five hours of television coverage of the U.S. Open was also broadcast on the Comcast Entertainment Network.

In line with the new strategic plan, USA Ultimate explored the broadcast marketplace and developed a landmark multi-year broadcast relationship with ESPN. Our new broadcast partner will distribute the USA Ultimate College Championships, U.S. Open Championships and Club Championships on ESPN's family of networks. Alignment with the "Worldwide Leader in Sports" provides exposure for the sport of ultimate unmatched in previous years and correlates directly with Goal 1 in the new strategic plan. The new relationship also allowed USA Ultimate to place three highlight clips from the 2012 Club Championships in SportsCenter's Top 10.




## Magazine, Social Media, Website

USA Ultimate again produced its four quarterly issues of the USA Ultimate magazine and reduced production costs by \$83,000 after 94 percent of members elected to receive the magazine electronically.

USA Ultimate's social media outlets each ended 2012 with impressive increases in followers, largely due to improvements in interaction and engagement of followers.

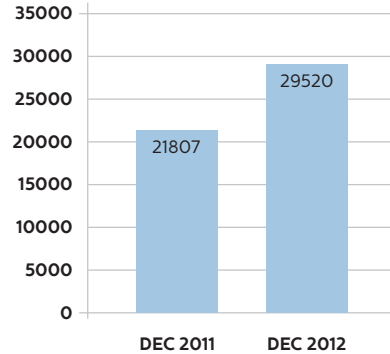
 **FACEBOOK: 35 PERCENT INCREASE IN LIKES**

 **TWITTER: 80 PERCENT INCREASE IN FOLLOWERS**

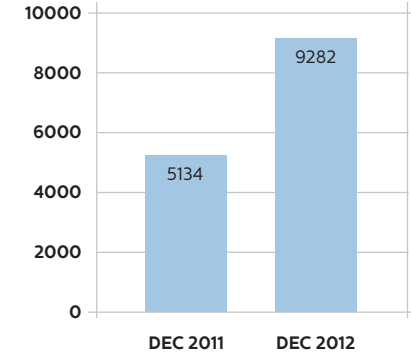
 **YOUTUBE: 4,507 SUBSCRIBERS,  
1000 PERCENT INCREASE**

The USA Ultimate website also ended the year with increases in visits and page views. Late in the year, the archives section of the website launched with information dating back to the founding of the Ultimate Players Association, including championship data and media coverage. The archives page will continue to grow and add new information, making it easily accessible to ultimate fans everywhere.

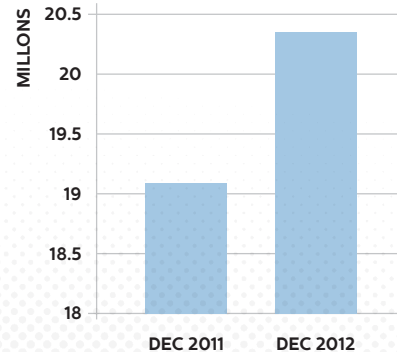
### FACEBOOK LIKES



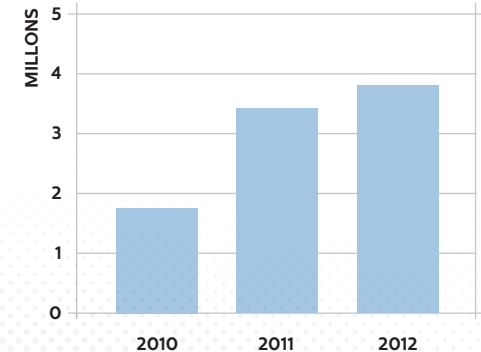
### TWITTER FOLLOWERS



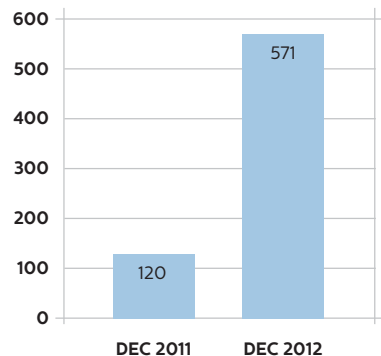
### PAGE VIEWS



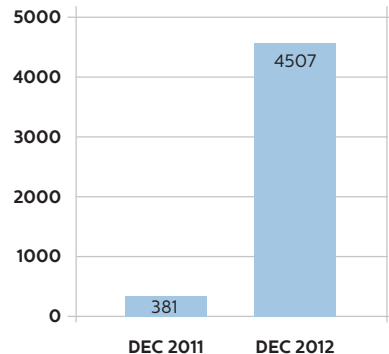
### WEBSITE VISITS



## GOOGLE+ FOLLOWERS



## YOUTUBE SUBSCRIBERS



## Staff

The marketing and communications department added a new staff member in December 2012. Stacey Waldrup was hired as the new Manager of Communications & Publications. She assumes responsibility for the USA Ultimate magazine, editorial content on the USA Ultimate website, championships event guide production and other tasks in support of the marketing and communications department and USA Ultimate.



# FINANCIAL REVIEW

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## Special Thanks to our 2012 Supporters:

Anonymous

Tom & Kat Barton

Jit Bhattacharya

Hallidie & Don Haid

Diane Honda

Mark Laffoon

Charlie Mullin

Garret & Erin Newkirk

Diane Pagel

David Rafo

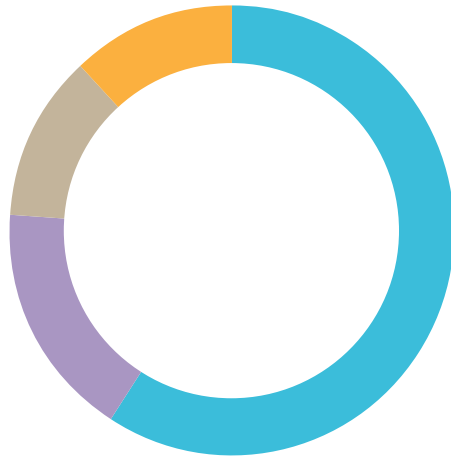
James M. Rehg

Alan "Showcase" Salzberg

Karen A. Ubelhart

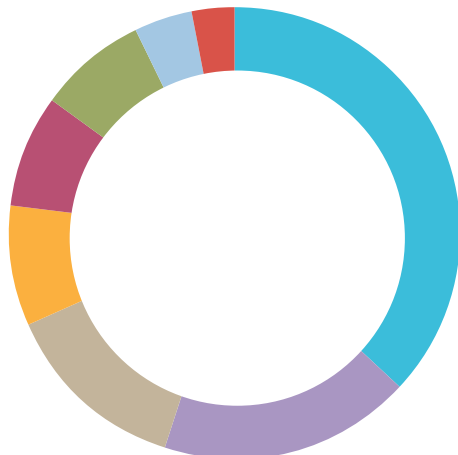


## REVENUE SOURCES



- Membership: 59%
- Championship Events: 17%
- Sponsorship/Merchandise Sales/Licensing: 12%
- Other: 12%

## AUDITED EXPENSES



- Youth, High School, College & Club Events and Championship Series: 36.69%
- Communications & Publications: 18.05%
- Member Services & Outreach: 13.52%
- National Teams: 8.47%
- Youth & Coaching Development: 8.11%
- Other Expenses: 7.86%
- Board: 4.06%
- HQ/Operations: 3.25%

**ULTIMATE PLAYERS ASSOCIATION**  
**d/b/a USA Ultimate**  
(A Colorado Nonprofit Corporation)  
**STATEMENT OF FINANCIAL POSITION**

<i>as of December 31</i>	<u>2012</u>	<u>2011</u>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 1,026,156	\$ 1,604,081
Certificates of deposit	733,653	-
Accounts receivable net of allowance for doubtful accounts of \$1,000 and \$10,000	7,750	18,112
Inventory	20,000	11,647
Prepaid expenses	<u>42,213</u>	<u>10,983</u>
Total current assets	1,829,772	1,644,823
<b>PROPERTY AND EQUIPMENT</b>		
Furniture, fixtures and equipment	248,384	142,213
Less accumulated depreciation	<u>(110,339)</u>	<u>(95,012)</u>
Net property and equipment	138,045	47,201
<b>OTHER ASSETS</b>		
Trademarks	1,300	1,300
Security deposit	<u>2,200</u>	<u>2,200</u>
Total other assets	<u>3,500</u>	<u>3,500</u>
<b>TOTAL ASSETS</b>	<u>\$ 1,971,317</u>	<u>\$ 1,695,524</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 54,957	\$ 31,389
Accrued liabilities	83,288	66,340
Deferred revenue	<u>497,481</u>	<u>426,947</u>
Total current liabilities	635,726	524,676
<b>NET ASSETS</b>		
Unrestricted net assets	<u>1,335,591</u>	<u>1,170,848</u>
Total net assets	<u>1,335,591</u>	<u>1,170,848</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u>\$ 1,971,317</u>	<u>\$ 1,695,524</u>

**ULTIMATE PLAYERS ASSOCIATION**  
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**STATEMENT OF FINANCIAL POSITION**

<i>for the years ended December 31</i>	<u>2012</u>	<u>2011</u>
<b>SUPPORT AND REVENUE</b>		
Membership dues	\$ 1,519,692	\$ 1,465,347
Championship events	434,597	347,650
Corporate sponsorship	265,735	353,844
Merchandise sales	51,378	39,722
Cost of sales	(33,371)	(36,520)
Sport Development	92,577	95,715
National Teams	117,806	200
Youth and Coaching Development	34,971	25,630
Advertising	9,028	10,775
Donations	26,200	13,235
Other	10,712	4,036
Sanctioning	14,150	11,600
Interest and dividends	<u>7,745</u>	<u>6,993</u>
<b>TOTAL SUPPORT AND REVENUE</b>	2,551,220	2,338,227
<b>EXPENSES</b>		
Program sevrvices		
Championship series	875,502	772,069
Communication and publications	430,780	398,636
National teams	202,153	14,431
Member services	141,448	164,607
Youth development	82,333	65,540
Coaching development	73,643	81,388
Observer development	37,563	32,711
Marketing	149,771	181,663
Sport Development and Outreach	144,061	162,381
International	29,367	30,732
Information technology	37,033	
SOTG/ Rules	<u>8,434</u>	<u>14,093</u>
Total program expenses	2,212,088	1,918,251
Supporting services		
Headquarters	73,632	31,314
Board of directors	96,904	110,388
Fundraising	<u>3,853</u>	<u>-</u>
Total supporting services	<u>174,389</u>	<u>141,702</u>
Total Expenses	<u>2,386,477</u>	<u>2,059,953</u>
<b>CHANGE IN NET ASSETS</b>		
	164,743	278,274
Net assets, beginning of year	<u>1,170,848</u>	<u>892,574</u>
Net assets, end of year	<u>\$ 1,335,591</u>	<u>\$ 1,170,848</u>

**ULTIMATE PLAYERS ASSOCIATION**  
**d/b/a USA Ultimate**  
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**STATEMENT OF FINANCIAL POSITION**

<i>for the years ended December 31</i>	<u>2012</u>	<u>2011</u>
Cash flows from operating activities:		
Change in net assets	\$ 164,743	\$ 278,274
Adjustments to reconcile changes in net assets to cash provided by operating activities:		
Depreciation	26,102	21,049
Increase (decrease) in allowance for doubtful accounts	(9,000)	-
Decreases (increases) in operating assets:		
Accounts receivable	19,362	43,528
Inventory	(8,353)	-
Prepaid expenses	(31,230)	(318)
Increase (decrease) in operating liabilities:		
Accounts payable	23,568	5,090
Accrued liabilities	16,948	51,003
Deferred revenue	<u>70,534</u>	<u>86,737</u>
Net cash flows from operating activities	272,674	485,363
 Cash flows from investing activities:		
Purchase of property and equipment	(733,653)	-
Purchase of property and equipment	<u>(116,946)</u>	<u>(5,457)</u>
Net cash flows from investing activities	<u>(850,599)</u>	<u>(5,457)</u>
 <b>NET INCREASE (DECREASE) IN CASH</b>	(577,925)	479,906
 Cash at beginning of period	<u>1,604,081</u>	<u>1,124,175</u>
Cash at December 31	<u><u>\$ 1,026,156</u></u>	<u><u>\$ 1,604,081</u></u>





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