

# 2014 Report







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# **2015 Board of Directors**

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Brian Garcia

**Treasurer** — Elite Athlete Representative

Josh Seamon

**Secretary** — At-Large Representative

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Kathy Hendrickson

Stephen Hubbard

Kevin Minderhout

Henry Thorne

At-Large (Independent) Representative

At-Large (Appointed) Representative

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Elite Athlete Representative

Mid-Atlantic Region Representative

Southwest Region Representative

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## **Letter from the President**

Henry Thorne President, Ultimate Foundation



In 2014, USA Ultimate created a whole new vehicle for growing the sport, the Ultimate Foundation. Because approximately 60 percent of USA Ultimate is funded by membership dollars, the organization mindfully spends that money accordingly, putting most of the funds to work delivering direct member benefits. The Ultimate Foundation, in contrast, is an outside vehicle for people who love and believe in ultimate and have the means, people like myself, to provide additional funding for the sport, 100 percent of which can go directly towards growing ultimate!

The foundation concept is not new. The U.S. Ski and Snowboard Association, USA Hockey, USA Swimming and many other national governing bodies of sport have foundations with assets in the tens of millions of dollars. They use those dollars to fund growth initiatives and make sure their sports are as accessible as possible to as many people as possible, including by aiding national team athletes who otherwise could not afford

to participate. USA Ultimate currently supports many similar programs but lacks the funding necessary to really grow ultimate at the level it could with the help of additional resources. That is where the Ultimate Foundation comes in, providing a direct opportunity to people like me who want to help fund those programs and help make ultimate grow around the nation and the world and deliver on its promise.

That promise is what I hope you'll think about as you consider this new vehicle and the possibility that you could give a few dollars towards helping us deliver on it. What we, as ultimate players, all know is that our sport delivers fun and community on an unrivaled level. There just isn't a feeling equal to the one you get when you make that pass to that receiver, use the flight of the disc perfectly, and all at our human speed where you can run alongside that flying disc as you milk it into the end zone. That connection between you and your receiver is just unparalleled. And it doesn't get equaled elsewhere

in sports because balls aren't as good as discs. You just can't do the same things with the flight of balls that you can with discs.

At the Ultimate Foundation, we want to deliver the fun and happiness ultimate provides to as many people as we can, starting with expanding programs for disadvantaged youth and girls and continuing on to create an infrastructure of local ultimate organizations that provide opportunities to play in as many communities around the United States as possible. The foundation will become the funding vehicle to expand many of the outreach programs USA Ultimate has been supporting, programs like the Girls' Ultimate Movement (GUM), Play it Forward, national teams and more. Please help us support the sport that makes the world a better place and make a donation to the new growth vehicle for ultimate, the Ultimate Foundation. You can make a donation at usaultimate.org/donate.

Sincerely,

Henry Thorne

President, Ultimate Foundation





## **Letter from the CEO**

Dr. Tom Crawford Chief Executive Officer



2014 was a transformative year for USA Ultimate. Being welcomed into the United States Olympic Committee and Olympic Family was a giant step forward which immediately brought positive outcomes. We were invited to present several times at the annual Olympic Assembly and created a high level of awareness and visibility for our sport. We also very quickly formed a new partnership with the Catholic Youth Organization, also a member of the U.S.O.C. They are now introducing ultimate to thousands of kids in New York City, with a direct pipeline to DiscNY. We also developed relationships with the Jewish Community Centers, Boy Scouts of America and other major national organizations. This is a great example of the value of membership in the Olympic Family.

We are also now eligible to invest our financial reserves in the U.S. Olympic Endowment, which is a very safe and well-managed investment vehicle. This opportunity comes at no cost to USA Ultimate and allows us to

reinvest the returns into keeping our fees and costs as low as possible. As is our practice, we managed our finances very carefully, finishing the year with a small net in our operating budget, and a small loss after capital expenses.

We also made a big strategic decision to move our headquarters to Colorado Springs, Colo. Widely considered the "mecca" of U.S. sports cities, we are now surrounded by over 20 other national governing bodies and over 50 national sports organizations, as well as the U.S.O.C. itself. This move will bring us closer to the entire Olympic Family on a daily basis and create many professional development and networking opportunities for our staff. We will now be more integrated into programs such as the Olympic Assembly and the U.S.O.C.'s best practices conferences, which help us continually improve our operations and grow professionally.

We continued our impressive success in international competition in 2014, with our club teams bringing home

12 medals from the World Ultimate Club Championships in Lecco, Italy, including medal sweeps in the women's, mixed and men's divisions. Our U-19 National Teams also performed extremely well, earning gold and silver at the World Junior Ultimate Championships.

We also launched the USA Ultimate Foundation, the philanthropic arm of the sport which will allow us to raise funds outside of our operating budget to support programs we cannot adequately fund currently. The foundation will raise and distribute funds in support of programs such as the Girls' Ultimate Movement (GUM), Play it Forward and our affiliates. We have ambitious plans to have partners in every state who become the local delivery system for our programs, and we plan to financially seed these organization through funds raised by the foundation. The goal is to create a community of communities across the U.S., so youth of every economic background can play ultimate right in their own backyard.

Speaking of youth – what a great year 2014 was! We saw a 40 percent jump in participation in our Youth Club Championships and ran over 25 Learn to Play clinics throughout the year with over 1,000 participants across multiple communities nationwide.

Our membership continues to swell, highlighted by double-digit growth at the youth level, a major goal for us. We believe that long-term overall growth at all levels will be driven by this growth in the youth division.

Please spend a few minutes browsing the pages that follow to catch up on everything that went on at USA Ultimate in 2014.

Sincerely,

Tom Crawford

CEO, USA Ultimate

## **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 Colorado Springs, Colo., but works 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, ultimate's international federation, and after successfully completing the arduous application and interview process, was officially recognized by the United States Olympic Committee as a Recognized Sport Organization in 2014.

Until 2013, the World Flying Disc Federation 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's (IOC) recognition procedure, the World Flying Disc Federation became a provisional member of the IOC. WFDF became a fully recognized member of the IOC in the summer of 2015.

USA Ultimate oversees the sport at all competitive levels in the United States, from youth and recreational leagues, to college competition and elite, club-level ultimate. USA Ultimate also supports and selects national teams to represent the U.S. in international competitions around the world. The organization has an annual membership of 50,000 and sanctions nearly 400 competitive and recreational 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.

# **USA Ultimate Core Values**

#### Respect

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

#### 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.

#### Integrity

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

#### **Teamwork**

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

#### 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.

# Strategic Plan

In the fall of 2012, USA Ultimate announced its new six-year strategic plan that will outline the organization's operations and goals from 2013-2018. The plan will guide decision making, resource allocation and prioritization of work through 2018. In addi-

tion, 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

#### GOAL: Increase the visibility of ultimate.

- 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 youth and parents.

#### GOAL: Grow youth, college and league ultimate.

- Develop and oversee a broad spectrum of programs for a diverse community of youth players and administrators.
- Facilitate knowledge transfer and program integration between leagues, other local organizations and USA Ultimate.
- 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.
- Encourage lifetime participation in programs, competitive divisions and roles (coaching, observing, etc.).

# GDA\_: Make Spirit of the Game real for today's ultimate players and community.

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

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:**

# Organize the highest quality U.S. competitive events.

- 1. Complete club division restructuring efforts.
- 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.
- 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
- Attract and retain in-person and media viewership of both ultimate-playing and other fans.

#### **GOAL:**

# Achieve sustained excellence of USA Ultimate teams in international competition.

- 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.
- Support gradual progress of ultimate towards Pan-American and eventually Olympic Games participation.

#### **GOAL:**

# **Govern the organization** to ensure stability and **excellence**.

- Evalve 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.
- 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 friends and family to players and coaches.

#### Youth

Specially priced membership for individuals who have not yet graduated from high school

#### College

For individuals who are enrolled at least half-time

#### **Adult**

For individuals who are no longer in high school

#### **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 join to receive membership benefits.

#### **Event Only**

Available to youth and adults who need access to play in specific USA Ultimate sanctioned events but not in championship series or regular-season events

#### **Affiliate**

Offered only through local affiliate organizations, these memberships provide access to local leagues and programs at a discounted price, along with many other member benefits.

#### 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 next year's membership cycle.



#### USA Ultimate Affiliate Program

In 2013, USA Ultimate officially introduced the Affiliate Program. The program was created with the express purpose of supporting and formalizing the development of local area ultimate organizations, clubs and leagues into official USA Ultimate Affiliates, in order to unify and promote the sport and assist with the provision and expansion of programs and services to the boys, girls, men and women playing ultimate in the affiliates' local geographic areas. Through this closely connected partnership, affiliates benefit from additional resources and exclusive opportunities to increase their reach and grow their community.

**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 their local geographic areas. While USA Ultimate maintains a close, programmatic and strategic relationship with affiliates, each affiliate is a separate and distinct entity. Affiliates remain their own corporation that serves its constituents, elects board members, and manages affairs as deemed appropriate under the affiliate's bylaws. The goal is to build lasting partnerships which USA Ultimate and the local organization will strive to develop, strengthen and maintain.

During the 2014 calendar year, the second official year of the Affiliate Program, program partnerships expanded to include nine members. 2014 USA Ultimate Affiliates include:



- Albany Ultimate Disc Association (New York)
- Columbus Ultimate Disc Association (Ohio)
- Connecticut Ultimate Club (Connecticut)
- · DiscNY (New York)
- Neuqua Valley Ultimate (Illinois)
- Maine Ultimate (Maine)
- Minnesota Youth Ultimate (Minnesota)
- Missoula Ultimate Federation (Montana)
- Ultimate Players League of Austin (Texas)

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

USA Ultimate also instituted new efforts to increase the collaboration and partnerships between all affiliate organizations by assisting with travel costs to bring representatives from each group together at the U.S. Open Convention in Blaine, Minn. The representatives were able to share their ideas, questions, struggles, innovative initiatives, creative solutions, success stories and helpful suggestions for ways to improve and develop further. Similar efforts will continue in the future as the Affiliate Program continues to grow.

#### **Play It Forward**

In late 2014, USA Ultimate launched the Play It Forward program. Play It Forward provides financial assistance to youth ultimate players with demonstrated need to help cover the cost of their USA Ultimate membership.

The inaugural Play It Forward campaign received enough donations in its initial push to help more than 500 kids afford USA Ultimate memberships in 2015, with additional donations continuing to be accepted into the new calendar year.

In coordination with the launch of Play It Forward, USA Ultimate created its first-ever Signature Series disc which commemorates players, events and moments that signify the sport and USA Ultimate over the past year. Anyone who donated \$30 or more to the Play It Forward program was eligible to receive the 2014 Signature Series disc, wherein the central image represents a special moment from the 2014 College Championships and is surrounded by the signatures of the 2014 Callahan, Peter Farricker, Kathy Pufahl and Marty Bakko Award winners.

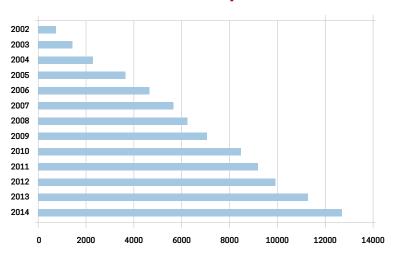


# Membership Staff Coach/Player Lifetime Coach Adult Friends & Family College Vouth Affiliates Event Only Gender

#### **Membership Growth**

In 2014, membership in USA Ultimate continued to grow across all categories. Youth memberships saw the largest percentage of growth, with an increase of over 11 percent from 2013 to 2014. Memberships in nearly every other category increased as well: lifetime, adult, college, coach/player, coach, organizational and affiliate.

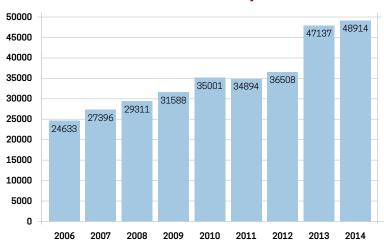
#### **Youth Membership Growth**

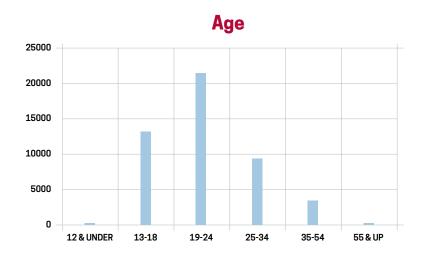


#### **Member Retention**

Membership retention rates were down slightly from 2013 to 2014, but 59 percent of the 2013 membership was retained in 2014, accounting for 27,811 members. The retention rate was highest in the college division which saw 63 percent of members return from 2013 to 2014.

#### **Annual Membership Growth**





#### **Member Benefits**

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

- All members receive a membership card.
- Members joining for the first time receive a complimentary, pocket-sized official rulebook.
- Members can attend USA Ultimate clinics and conventions and attend USA Ultimate sanctioned and championship events.
- Members may apply for grants or kits to assist with developing local programs, become a certified coach or
  observer, or apply to sanction a local event and receive benefits such as insurance.
- Members 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
  - 15 percent off at Red Roof Inn
  - 20 percent off custom-printed Ultrastar discs from Discraft
- As part of the Olympic Family, USA Ultimate members have access to scholarship opportunities through DeVry University.
- 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 2014, USA Ultimate sanctioned 398 events, including 81 regular-season college events and 55 regular-season club events. In addition, USA Ultimate coordinated over 250 state. sectional, conference and regional championship qualifiers and delivered 10 high-quality championship events across the youth, college, club and masters divisions.

# Youth Ultimate

A Ultimate provides competition rpgrams for every age group of its 50,000 members. The youth division is currently the organization's fastest-growing division. For the first time, in 2014, the number of youth teams participating in USA Ultimate's competition programs outnumbered the number of participating club teams. In part as a result of the continued growth of the division and in part to help continue its growth, the increasing number of youth players has made competition expansions possible. The 2014 Youth Club Championships included a U-16 girls' division for the first time, and the number of athletes and teams competing at the four high school regional championship events continues to grow year after year. The future of ultimate is getting stronger every year.

## **Beach Division**

014 also included exciting steps forward in USA Ultimate's beach division, the organization's newest competition division. Shortly after WFDF officially recognized beach ultimate in 2010 and granted existing national federations such as USA Ultimate the authority to govern beach ultimate in their country, USA Ultimate received approval from the board of directors and began overseeing beach ultimate with the formation of a beach committee. A beach working group, part of USA Ultimate's competition working group was developed, and in 2014, four regional beach directors were named. In the fall of 2014, national teams were named to represent the U.S. in seven divisions at the 2015 World Championships of Beach Ultimate. In addition, plans were made for the first-ever USA Ultimate Beach Championships to take place in 2015.

# U.S. Open Championships & Convention

or the third time, USA Ultimate held its annual U.S. Open Championships & Convention over the Fourth of July weekend, hosting 24 teams from across the United States and the world in Minnesota's Twin Cities. Twenty-four teams and over 600 athletes competed in the event, set to continue as an invite-only competition for the world's

best teams each year that highlights the best teams, athletes and competition the sport has to offer. The 2014 event featured teams from four nations:

Canada, Colombia, the United Kingdom and the United States. 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. The 2014 convention provided sessions on creating a national infrastructure, the newly founded Girls' Ultimate Movement, coaching national and international champions and more, all designed with athletes, organizers and coaches in mind.

SA Ultimate hosts and helps organize dozens of youth division events across the country each year. 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 Regional Championships

n 2014, USA Ultimate continued the four-region high school structure implemented in 2012 and again hosted four regional championship events:

Northeasterns, Southerns, Centrals and Westerns.

Increased participation was seen in both the boys' and girls' divisions.

#### High School Regionals Participating Teams



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



#### **Results:**

#### Northeasterns Boys' Division

	Team	Spirit Award Winner
1.	Masconomet	John Mosho
2.	Pennsbury	Sean Johnson
3.	Needham	Matt Cote
4.	Lexington	Charlie Coburn
5.	Amherst	Leland Rege-Colt
6.	Middletown	Mikaela Coady
7.	Hampton	Kevin Trimble
8.	Westfield	Chris Ng
9.	Stuyvesant	Max Kong
10.	John Jay	Evan Mcreddie
11.	Columbia	Gustav Naftz
12.	Watchung Hills	Alex Wang
13.	Falmouth	Andre Clement
14.	BFA Fairfax	Lucas Wells
15.	Cape Elizabeth	Abaseen Shir

Team Spirit Award Winner: Needham

#### Northeasterns Girls' Division

	Team	Spirit Award Winner
1.	Amherst	Meaghan Mccluskey
2.	BFA Fairfax	Katy Thibault
3.	Amherst JVA	Izzi Tripp
4.	Pennsbury	Hailey Ingraham
5.	Pioneer Valley	Kate Nelson
6.	Watchung Hills	Kelly Mckenna
7.	Lexington	Noha Yehia
8.	Fryeburg	Sydney Andreoli
9.	Andover	Cece Root
10.	Falmouth	Evie Clement
11.	Cape Elizabeth	Victoria Szalontai
12.	Stuyvesant	Melanie Ng

Team Spirit Award Winner: Cape Elizabeth

# SOUTHERN CHAMPIONSEPS

#### Southerns Boys' Division

-	•	
	Team	Spirit Award Winner
1.	Carolina Friends	Ben Alexander
2.	Independence	Luke Hudgin
3T.	Chapel Hill	Valeri Kozarev
3T.	Paideia	Gabriel Eisen
5T.	Carrboro	Yuma Kobayashi
5T.	Yorktown	Spencer Cobb
7T.	Grady	Michael Dillard
7T.	HB Woodlawn	Lars Hemmendinge
9.	Brookwood	Scott Diller
10.	Lakeside	Conor Brownell
11T.	Catholic	Grant Hardy
11T.	East Chapel Hill	Alex Tax
13T.	Blackman	Tony Estrada
13T.	Fernandina Beach	Noah Emmonds
15T.	University School	
	of Nashville	Zack Stern
15T.	Woodside	Reggie McClellan

Team Spirit Award Winner: Paideia JV

#### Southerns Girls' Division

	Team	Spirit Award Winner
1.	Saga	Sydney Rehder
2.	Paideia	Kira Farley
3.	HB Woodlawn	Margaret Atkinson
4.	University School	
	of Nashville	Mary Francis Noser
5.	Woodside	Heather Ford
6.	Blackman	Catherine Kanemitsu
7.	Paideia JV	Emma Pettit
8.	Grady	Georgia Smith

Team Spirit Award Winner: Yorktown



#### **Centrals Boys' Division**

	Team	Spirit Award Winner
1.	Hopkins	Max Wolk
2.	Holy Family Catholic	Stephen Kenny
3T.	Center Grove	Levi Jacobs
3T.	Neuqua Valley	Jack Shanahan
5T.	Cathedral	Charlie Schuweiler
5T.	Edina	Dom Fulk
7T.	Ames	lan Kolb
7T.	Armstrong	Sean Linc
9.	Minneapolis South	Jakob McCabe-Johnson
10.	St. Paul Charter	Lucas Bulger
11.	Madison Memorial	Tyler Johnson
12.	Geneva	Adam Vial
13T.	Naperville Central	Peter Ko
13T.	Neuqua Valley B	Corey Dufresne
15.	Pritzker College Prep	Alfonso Portillo

Team Spirit Award Winner: Pritzker College Prep

#### Centrals **Girls' Division**

	Team	Spirit Award Winner
1.	Holy Family Catholic	Kjersti Fry
2.	Cathedral	Annie Johnson
3.	Neuqua Valley	Kelly Crowley
4.	Robbinsdale-Armstrong	Leyla Mahabadi
5.	Minneapolis South	Carly Siewert
6.	Hopkins	Noa Parker
7.	Madison Memorial	Annabelle Sobotik
8.	Minneapolis Southwest	Maya Gotzsche
9.	St. Paul Charter	Eliza Skoler

Team Spirit Award Winner: Minneapolis South



#### Westerns **Boys' Division**

	Team	Spirit Award Winner
1. 2. 3T. 5T. 5T. 7T. 7T. 9. 10. 11T. 13T.	Northwest School Berkeley Ballard Summit Crescent Valley Franklin Nathan Hale	Spirit Award Winner  Sam Lehman Rae Dallett Eric Shoner Taylor White Ian Bogley Evander Tugade Anthony Bencivengo Noah Kregenow Kerry Athey David Aguirre Noah Boudra Max Duesberg Jordan Dunteman Sebastian Coslow Julian Whitton
	Jefferson	Sage Bard-Gilbert

#### Westerns **Girls' Division**

	Team	Spirit Award Winner
1.	Northwest School	Ghislaine Pagès
2.	Corvallis	Annelie Haberman
3.	Franklin	Gabby Balanon
4.	Roosevelt	Olivia Kugiya
5.	Nathan Hale	Naomi Price-Lazarus
6.	Summit	Emma Malmquist
7.	Sheldon	Ayla Bussel
8.	South Eugene	Yausi Khajavei
9.	Berkeley	Maria Fong
10.	Garfield	Anya Meleshuk

Team Spirit Award Winner: Garfield



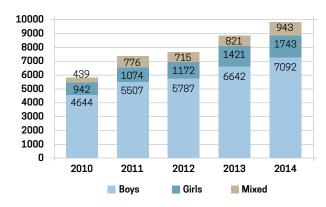
Team Spirit Award Winner: Franklin

# High School State Championships

ifty-three state championship titles were awarded across 26 states in the boys', girls' and mixed divisions in 2014, good for one more state than participated in 2013 (lowa) as well as five additional titles, thanks to more states offering multiple divisions. In addition to the 26 states hosting official USA Ultimate state championship events, eight states, including one new state in 2014, participated in the state development program. Organizers in these states are working with USA Ultimate to conduct outreach initiatives, organize existing ultimate groups and promulgate the sport across their states. Three of those states – Florida, Kentucky and New Hampshire – held unofficial state championship events, with hopes to hold official events in the coming years.

The youth girls' division is often the most difficult division in which to see growth, but two new states, Maine and North Carolina, offered girls' divisions at their state championship events in 2014, bringing the total number of girls' state championships to 18.

#### High School States Participating Athletes



#### Here are the winning schools from 2014:

#### California

Boys - Berkeley

#### Colorado

Boys (D-I) - Monarch

Boys (D-II) - Widefield

Girls - Littleton

Mixed - Monarch

#### Connecticut

Boys - Chase Collegiate

#### Georgia

Boys (D-I) - Paideia

Boys (D-II) - Paideia JV

Girls - Paideia X

#### Idaho

Mixed - Bishop Kelly

#### Illinois

Boys - Harry D Jacobs

Girls - Neuqua Valley

#### Indiana

Boys - Center Grove

#### lowa

Boys - Iowa City West

#### Maine

Boys - Falmouth

Girls - Fryeburg Academy

Mixed - Cape Elizabeth

#### Maryland

Boys - Bethesda-Chevy Chase

#### Massachusetts

Boys (D-I) - Masconomet

Boys (D-II) - St. John's Preparatory

Girls - Pioneer Valley Performing Arts

#### Minnesota

Boys (D-I) - Edina

Boys (D-II) - St. Louis Park

Boys (D-III) - Rosemount

Girls - Edina

#### Missouri

Boys - De Smet

#### **New Jersey**

Boys (D-I) - Westfield

Boys (D-II) - Dwight-Englewood

Girls - Watchung Hills

#### **New York**

Boys - Stuyvesant

Girls - Beacon

#### **North Carolina**

Boys - Carolina Friends

Girls - East Chapel Hill

#### Ohio

Boys - Holy Family Catholic

Girls - Holy Family Catholic

#### Oregon

Boys - Sheldon

Girls - Corvallis/Crescent Valley

Mixed - Crescent Valley

#### Pennsylvania

Boys - Pennsbury

Girls - Haverford

#### Tennessee

Boys - Independence

Girls - University School of Nashville

#### Texas

Boys - Coppell

Mixed - Belton

#### Utah

Boys - Lone Peak

Girls - Lone Peak

#### Vermont

Boys - Montpelier

Girls - BFA Fairfax

#### Virginia

Boys - HB Woodlawn

Girls - HB Woodlawn

#### Washington

Boys - Franklin

Girls - Northwest School

#### Wisconsin

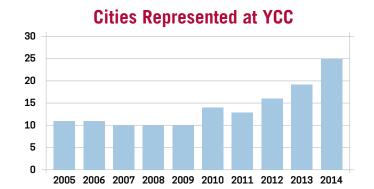
Boys - Madison West

Girls - James Madison Memorial

## Youth Club Championships

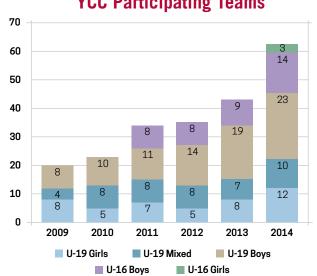
SA Ultimate hosted the 10th anniversary of the annual Youth Club Championships (YCC) in 2014 in the event's perennial home of Blaine, Minn. The event hosted 62 teams comprised of more than 1,200 athletes and coaches representing 25 different communities, the most ever at YCC. Six new communities sent teams to the Youth Club Championships in 2014, helping contribute to impressive growth in every competition division.

For the first time ever, the Youth Club Championships included a U-16 girls' division. Three teams, including a handful of free agent players from around the country, took part in a clinic on day one at the event and competed in a pool play format on Sunday. Seattle Uprising took home the division's first-ever championship title.





#### **YCC Participating Teams**



#### **Results:**

#### **U-19 Boys' Division**

	Team	Spirit Award Winner
1. 2. 3T. 3T. 5T.	Triangle Area Triforce Cincinnati Flying Pig Atlanta ATLiens Boston BUDA Seattle Salvo Texas Two Step	Valeri Kozarev Stephen Babcock Anders Olson Mac Hecht Steven Benaloh Luke Simerly
11T. 13T. 13T. 15T. 15T. 17T. 17T.	Connecticut Insomnia Triangle Area Carolina Sky Chicago U-19 Elite Minnesota Superior A Delaware Valley DEVYL Nashville Nashvillains Colorado Cutthroat Pittsburgh Impulse Birmingham Forge Indiana INferno Maine Rising Tide Minnesota Superior B	Keith Moya Ethan Cole Adam Wong Donnie Wood Ethan Schwab Mathew Sui David Miller Nadeem Damian Jason Russell Jacob Tharp Cameron Jack Tom Duret
19. 20. 21. 22. 23.	New York VolcaNYC Michigan SEMI Washington, D.C. Deadrise South Dakota SoDak Neuqua Valley Nightmare	Bernie Tyson David Finch Ben Weinstein Samuel Mallett Michael Nelly

Team Spirit Award Winner: Birmingham Forge

#### **U-16 Boys' Division**

	Team	Spirit Award Winner
1.	Seattle Doomsday	Leo Kitchell
2.	Triangle Area NC Hammer	Teddy Randby
3T.	Atlanta ATLas	Daniel Fridkin
3T.	Delaware Valley DEVYL	Chris McLaughlin
5T.	Bay Area Aftershock	Emmet Holton
5T.	Pittsburgh Pulse	Tristan Crooks
7T.	Cincinnati Flying Piglets	Sebastian Kunkel
7T.	Neuqua Valley Nightmare	Brendan McCluskey
9.	Maine Neap Tide	Sky Friedland
10.	Chicago Deep Dish	John Chirayil
11.	Minnesota Superior	Jim Kaiser
12.	Delaware Valley DEVYL B	Avi Zucker
13.	South Dakota Storm	Brett Hersch
14.	Colorado Fry	Andrew Thoreson

#### **U-19 Girls' Division**

	Team	Spirit Award Winner
1.	Seattle Cyclone	Emma Goidel
2.	Colorado Cutthroat	Zoe Weinberg
3.	Cincinnati Belle	Amber Karkiewicz
4.	Triangle Area Warhawks	Katie Cubrilovic
5.	Delaware Valley DEVYL	Jesse Song
6.	Maine Riptide	Emma Landis
7.	Neuqua Valley Nightmare	Lauren Weil
8.	Minnesota Superior	Aidan Zielske
9.	Atlanta cATLanta	Syd Taylor-Klaus
10.	Boston BUDA	Emily McCarter
11.	Pittsburgh Moxie	Miranda Kosowsky
12.	South Dakota Angels	Hannah Stadem

Team Spirit Award Winner: Atlanta cATLanta, Neuqua Valley Nightmare (tie)

#### **U-16 Girls' Division**

	Team	Spirit Award Winner
1.	Seattle Uprising	Ada Bowles
2.	Cincinnati Belle	Anastasia Cappozzo
3.	Triangle Area Space Cats	Zoe Chen

Team Spirit Award Winner: Seattle Uprising

#### **U-19 Mixed Division**

	Team	Spirit Award Winner
1.	Oregon Flood	Jaydra Rotolante
2.	Bay Area Happy Cows	Nick Tolfa
3.	Seattle Skyfall	Nariah-Belle Sims
4.	Washington, D.C. Swing Vote	Caleb Merriam
5.	Madison MUFA Bots	Brittney Kokinos
6.	Vermont Green Mountain Mixed	Yasmin Bozeman
7.	Boston BUDA	Anthony Scrima
8.	Minnesota Superior	Dom Fulk
9.	New York Skyscrapers	Tiffani Teng
10.	Colorado Cutthroat	Emma Gann

Team Spirit Award Winner: Minnesota Superior



#### **Youth Volunteer Structure**

s part of ongoing efforts to increase youth and girls' outreach efforts, USA Ultimate announced major additions and expansions to its youth volunteer structure in 2014.

After the early success of the Girls' Ultimate Movement, a GUM Working Group was added to the Education and Outreach Working Group with aims to develop guidance and implement GUM's five recommended action items. GUM co-founder Zara Cadoux was named the chair of the GUM Working Group.

Heather Ann Brauer took on a new volunteer position as the National Girls' Outreach Director, working to increase the number of girls participating in the sport around the country, in part by increasing outreach programs across the U.S. and developing best practices for girls' competition.

In addition to these expansions, USA Ultimate, and Brauer in her new position, began recruiting girls' state youth coordinators (SYCs) in every state that has a boys' state championship in the fall of 2014. Twenty-six states hosted boys' state championship events in 2014, but only five states had dedicated girls' state youth coordinators.

Claire Chastain was named USA Ultimate's National Youth Outreach
Director in October 2014. Chastain serves as a member of USA Ultimate's

Youth Outreach Working Group and works with the USA Ultimate Manager of Education and Youth Programs to create new partnerships with local youth-serving organizations. A major portion of her role is assisting in the further development of the youth volunteer structure by identifying and recruiting individuals to serve as state youth outreach coordinators (SYOCs). With Chastain's help, these state-level individuals will lead the growth of community-appropriate playing opportunities in their respective states. Chastain also contributes to the development of guidance on best practices for outreach for individuals, leagues and partnerships and providing resources and assistance on outreach programs to state youth outreach coordinators.

Across all divisions, 34 states (26 official, eight developmental) had SYCs in 2014, up from 32 total in 2013. Two states had girls' state youth coordinators as part of the program's pilot launch in 2013, but with the ramp up of the initiative and the expansion of USA Ultimate's youth volunteer structure, five states had girls' SYCs in 2014: New Jersey, New York, North Carolina, Utah and Virginia.



## **Coll**ege Championship Series

he college division continues to be USA Ultimate's largest competition division; a total of 13,692 athletes were registered for the 2014 college series.

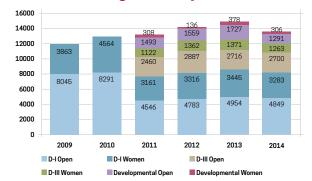
The College Championship Postseason Series was again held to qualify teams for the 2014 College Championships. Championships were held for Division I and Division III schools in Mason, Ohio, and Westerville, Ohio, respectively.

College membership grew in 2014, but participation in the postseason championship series declined slightly. Some portion of the participation decrease is likely artificial and a result of issues with the new online registration process launched for the 2014 college season. Participation in men's division III increased in 2014, while participation in men's division I, women's division III and the women's developmental division were relatively even from 2013 to 2014. Women's division I and the men's developmental divisions saw slight decreases in participation in 2014.

After a successful first year in 2013, the College Championships were again broadcast live by ESPN in 2014. The semifinals and finals were broadcast around the nation on ESPN3 over Memorial Day weekend and were followed up by three hours of primetime coverage on ESPNU the week after the event. Thousands of people around the globe were able to tune into ultimate thanks to the coverage provided by the Worldwide Leader in Sports.



#### **College Participation**







# Results: Division I College Championships

#### **Men's Division**

	Team	Spirit Award Winner
1.	Colorado	Oak Nelson
2.	North Carolina	Drew Chandler
3T.	North Carolina-Wilmington	Nick Jackson
3T.	Oregon	Brian Penner
5T.	Michigan	Sam Greenwood
5T.	Pittsburgh	Daniel Wickens
5T.	Texas	Carlos Vargas
5T.	Wisconsin	Nick Ladas
9T.	Carleton College	Conor Eckert
9T.	ooneran nomaa	Matt Helms
9T.	Harvard	Daniel Broudy
9T.	Tufts	Eamon Wick
13T.	California-San Diego	James Lai
13T.	Florida	Jacob Dummeldinger
13T.	Florida State	Connor Holcombe
13T.	Massachusetts	Maxwell Perham
17T.	Dartmouth	Dan Harris
17T.	Eastern Michigan	Jon Lee
	Rutgers	Michael Kichura
17T.	Texas A&M	Austin Delk

Team Spirit Award Winner: Carleton College

2014 Callahan Award Winner: Jimmy Mickle - Colorado

#### **Women's Division**

Team	Spirit Award Winner
1. Ohio State	Caitie Sheban
2. Oregon	Ashley Young
3T. Central Florida	Felicia Perez
3T. Washington	Georgia Seyfried
5T. British Columbia	Lisa Wong
5T. Carleton College	Ari Koshkin
5T. Michigan	Theresa Zettner
5T. Virginia	Melanie Chastka
9T. California-Santa Barbara	Winnie Lam
9T. Colorado College	Jenny Grossman
9T. Tufts	Alexandra Earle
9T. UCLA	Kelcie Ralph
13T. Colorado	Jackie Turner
13T. Kansas	Kailee Karr
13T. Stanford	Veronica Cruz
13T. Victoria	Jennifer Brown
17T. Cornell	Hannah Scrafford
17T. Northeastern	Jenni Ladutko
17T. Western Washington	Kaitlin Webster
17T. Whitman	Annie Want

Team Spirit Award Winner: Whitman

2014 Callahan Award Winner: Cassie Swafford - Ohio State







# Results: Division III College Championships

#### **Men's Division**

	Team	Spirit Award Winner
1.	Bentley	Matthew Keegan
2.	Elon	Alexander Taylor
3T.	Claremont	Bruce Service
3T.	Carleton College-GOP	Eric Angell
5T.	Brandeis	Clarence Lee
5T.	Lehigh	Jeff Gilbert
7T.	Georgia College	Nolan Klinke
7T.	Richmond	Joey Cullison
9T.	Bryant	Harry Veilleux
9T.	Cedarville	Matt Schoenwald
11T.	Kenyon	Hanning Wong
11T.	Olivet Nazarene	Ben Prude
13T.	Lewis & Clark	Ben Whitenack
13T.	St. John's	Dan Cahill
15T.	John Brown	Jacob Moore
15T.	SUNY-Geneseo	Karl Wissemann

Team Spirit Award Winner: Cedarville

#### **Women's Division**

	Team	Spirit Award Winner
1.	Rice	Sarah Southmayd
2.	Carleton College-Eclipse	Marina Watowich
3T.	Haverford	Adriana Cvitkovic
3T.	Wake Forest	Amelia Fatsi
5T.	St. Olaf	Britt Nance Letcher
5T.	Truman State	Priya Maillacheruvu
7T.	Claremont	Kaitlyn Anderson
7T.	Williams	Charlotte Fleming
9T.	Harding	Malissa Hoehn
9T.	St. Benedict	Jackie Liska
11T.	Elon	Sophie Kane
11T.	Georgia College	Megan Varner
13T.	Hamilton	Malindi Chesnut-Tangerman
13T.	Valparaiso	Miranda Sprenger-Mahal
15T.	Bowdoin	Hannah LeBlanc
15T.	Wooster	Heather Smith

Team Spirit Award Winner: Wooster



The Triple Crown Tour was introduced as the new club division competition format in 2012. The 2014 season was the second full year of the Triple Crown Tour structure.

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



**Teams:** Top eight teams in North America **Qualification:** Top eight 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 Championship



Teams: Unlimited

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



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, with the potential to be promoted or relegated 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 Championship, the regular season and the National Championship in the same year. With a more formal regular season, games played at TCT 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 TCT. 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 U.S. Open Ultimate Championships and other existing events, as well as some new events, were included in the 2014 club season as tour stops for each flight:

Event	Divisions	Location
U.S. Open Championships	M, W, X	Blaine, Minn.
Pro-Elite Challenge - Chesapeake Invite	M, W	Leesburg, Va.
Pro-Elite Challenge - NY Invite	Χ	Middletown, N.Y.
Elite-Select Challenge - Colorado Cup	M, W, X	Aurora, Colo.
Pro Flight Finale - ECC	M, W, X	Burlington, Wash.
National Championships	M, W, X	Frisco, Texas

The more structured TCT format provides additional showcase opportunities for the sport, for participating players, the current ultimate community, outside fans and media. The new system will also lead to more consistency for teams and more opportunities for sponsorships and increased exposure.



# **U.S.** Open Championships

he third-annual U.S. Open Championships were contested in Minnesota's Twin Cities over the Fourth of July weekend. Games and many of the convention sessions were held at the National Sports Center in Blaine, Minn.

Twenty-four teams competed at the U.S. Open, eight each in the men's, mixed and women's divisions. In addition to the United States representation at the event, the competition field included eight international teams from three nations around the world: Canada, Colombia and the United Kingdom.

#### **Results:**

#### Men's Division

_	Team	City	Spirit Award Winner
1.	Revolver	San Francisco, Calif.	Devon Anderson
2.	Johnny Bravo	Denver, Colo.	Brett Matzuka
3T.	Ironside	Boston, Mass.	Miles Montgomery-Butler
3T.	Sub Zero	Minneapolis, Minn.	Grayson Pangburn
5.	Sockeye	Seattle, Wash.	Tyler Kinley
6.	Furious George	Vancouver, B.C.	Andrew Brown
7.	Clapham Ultimate	London, U.K.	Marc Guilbert
8.	Evolution	Medellín, Colombia	Daniel Jimenez Tatis

**Team Spirit Award Winner: Evolution** 

#### **Mixed Division**

	Team	City	Spirit Award Winner
1. 2. 3T. 3T. 5. 6.	Polar Bears Drag'n Thrust Chad Larson Experience Wild Card AMP Union The Ghosts	San Francisco, Calif. Minneapolis, Minn. Ames, Iowa Boston, Mass. Philadelphia, Pa. Montreal, Quebec Boston, Mass.	Meeri Chang Pat Niles Blake Larson Vincenzo Vitiello Melanie Berlin Katherine Jardine John Sandahl
8.	One to One	Bucaramanga, Colombia	Harving Suarez

Team Spirit Award Winner: One to One

#### **Women's Division**

	Team	City	Spirit Award Winner
1.	Riot	Seattle, Wash.	Hana Kawai
2.	Brute Squad	Boston, Mass.	Vicky Negus
3T.	Fury	San Francisco, Calif.	Darragh Clancy
3T.	Traffic	Vancouver, B.C.	Eva Cham
5.	Scandal	Washington, D.C.	Molly Roy
6.	Showdown	Austin, Texas	Tina Woodings
7.	Iceni	London, U.K.	Meryl Kusyk
8.	Bamboo	Bogotá, Colombia	Sara Builes

Team Spirit Award Winner: Riot, Iceni (tie)

## Pestseason Championship Series

ith the launch of the Triple Crown Tour, teams have an opportunity to win prize money for each of the three legs of the Triple Crown, starting with the U.S. Open. The remaining two legs are the regular season and the National Championships.

San Francisco Revolver was the first-ever winner of the Triple Crown in 2013 when they ended the regular season ranked first and took home titles at both the U.S. Open and National Championships. Revolver remains the Triple Crown's sole winner, as no team won all three legs in 2014.

In addition to being an opportunity to win prize money, results of club regular-season sanctioned events once again had direct implications for Nationals bid allocations.

Rankings were maintained throughout the season, with a minimum threshold for inclusion of 10 sanctioned games.

Team participation numbers in the Postseason Championship Series saw a minimal decrease from 2013 to 2014, with just three fewer teams competing in the series, from 539 participating teams in 2013 to 536 participating teams in 2014. The men's division remained the largest with 233 teams, followed by the mixed division with 214. Almost all of the attrition is attributable to college teams no longer playing at sectionals as a warm up for their fall college season, due to the shift of the club series to earlier in the year and serving as the culmination of the club regular season.

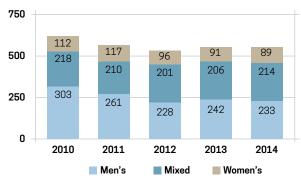
#### **Regular Season Champions**

Men's Division	
Team	City
Revolver	San Francisco, Calif.
Mixed Divisio	n
Team	City
Polar Bears	San Francisco, Calif.
Women's Divi	sion

**Brute Squad** 

#### **Club Series Participating Teams**

Boston, Mass.





# **Natio**nal Championships

or a second consecutive year, the National Championships were held at the FC Dallas soccer complex in Frisco, Texas. From Oct. 16-19, 48 teams and more than 1,200 athletes competed in Frisco with eyes on taking home national titles in the men's, mixed and women's divisions.

Also for a second straight year, seven games from the semifinal and final rounds of play at the National Championships were broadcast live from Frisco on FSPN3

#### Women's Division Team Spirit Award Winner Scandal Washington, D.C. Allison Maddux San Francisco, Calif. Fury Maggie Ruden Brute Squad Boston, Mass. Leila Tunnell 3T. Riot Seattle, Wash. Kate Kingery Atlanta, Ga. 5. Ozone Haley Reese Showdown Austin, Texas Tina Woodings 7T. Traffic Vancouver, B.C. Terri Whitehead 7T. Nightlock San Francisco, Calif. Abby VanMuijen 9T. Molly Brown Denver, Colo. Lauren Boyle 9T. Schwa Portland, Ore. Amanda Kostic 11. Heist Madison, Wis. Laurel Schmidt Nikki Bruce 12. Underground Seattle, Wash. 13. Nemesis Chicago, III. Katie Dolara Olsen 14. Capitals Toronto, Ont. Sarah Bobak 15. Green Means Go Philadelphia, Pa. Keri Dorko 16. Tabby Rosa Gainesville, Fla. Megan Reeves

Team Spirit Award Winner: Tabby Rosa

Pufahl Award Winner: Leila Tunnell - Brute Squad

#### **Results:**

#### **Men's Division**

Team	City	Spirit Award Winner
Johnny Bravo	Denver, Colo.	Andrew Mangan
Ironside	Boston, Mass.	Danny Clark
GOAT	Toronto, Ont.	Mark Lloyd
Ring of Fire	Raleigh, N.C.	Ben Dieter
Revolver	San Francisco, Calif.	Ashlin Joye
Rhino	Portland, Ore.	Timmy Perston
Chain Lightning	Atlanta, Ga.	Blake Hannah
Truck Stop	Washington, D.C.	John Agan
Doublewide	Austin, Texas	Jake Andersen
Sockeye	Seattle, Wash.	Danny Karlinsky
PoNY	New York, N.Y.	Jack Marsh
Temper	Pittsburgh, Pa.	Mike Reeves
Furious George	Vancouver, B.C.	Kevin Underhill
Machine	Chicago, III.	Greg Slover
Prairie Fire	Kansas City, Kan.	Abe Coffin
Sub Zero	Minneapolis, Minn.	Patrick Jensen
	Johnny Bravo Ironside GOAT Ring of Fire Revolver Rhino Chain Lightning Truck Stop Doublewide Sockeye PONY Temper Furious George Machine Prairie Fire	Johnny Bravo Ironside GOAT Ring of Fire Revolver Rhino Chain Lightning Truck Stop Doublewide Sockeye Sokeye Sokeye FoNY Temper Furious George Machine Iconomics Ironver, Colo. Boston, Mass. Toronto, Ont. Raleigh, N.C. San Francisco, Calif. Portland, Ore. Atlanta, Ga. Washington, D.C. Austin, Texas Seattle, Wash. New York, N.Y. Temper Pittsburgh, Pa. Vancouver, B.C. Chicago, Ill. Kansas City, Kan.

Team Spirit Award Winner: Sub Zero

Farricker Award Winner: Danny Clark - Ironside

#### **Mixed Division**

	Team	City	Spirit Award Winner
1.	Drag'n Thrust	Minneapolis, Minn.	Brian Schoenrock
2.	Seattle Mixed	Seattle, Wash.	Joel Barker
3T.	Chad Larson Experience	Ames, Iowa	Magon Liu
3T.	Wild Card	Boston, Mass.	Eva Petzinger
5.	Mischief	San Francisco, Calif.	Andrew Berry
6.	Blackbird	San Francisco, Calif.	David Hoel
7T.	Bucket	Atlanta, Ga.	Tim Brady
7T.	Santa Maria	Columbus, Ohio	Kevin Kula
9T.	AMP	Philadelphia, Pa.	Melanie Berlin
9T.	Slow White	Boston, Mass.	Geoa Geer
11.	Polar Bears	San Francisco, Calif.	Tom Watson
12.	7 Figures	Los Angeles, Calif.	Alisha Stound
13.	American BBQ	San Francisco, Calif.	
14.	The Administrators	Portland, Ore.	Carmen Ellis
15.	Cosa Nostra	Austin, Texas	Paul Hanna
16.	D'oh! Abides	Seattle, Wash.	Kimberly Morgan

Team Spirit Award Winner: Drag'n Thrust





# **Mas**ters Championships

he 2014 Masters Championships were held in Sarasota, Fla., July 18-20. For the second year, the men's masters division joined the women's masters and grand masters divisions in a unified masters championship event. Largely because of the event's closeness to the World Ultimate Club Championships, which were set to be held in Italy a week later, team participation was down slightly from the previous year's total of 64. In all, 61 teams competed in the 2014 masters series, 30 in the men's masters division, 10 in the women's masters division and 21 in the grand masters division.

Women's Masters				
	Team	City	Spirit Award Winner	
1. 2. 3T. 5. 6. 7. 8. 9.	Loose Cannon Ripe Hot Flash COUGARS Mint Yeehaw Restless Atlantiques Maul DC MadDames	Philadelphia, Pa. Raleigh, N.C. Cincinnati, Ohio Minneapolis, Minn. Seattle, Wash. Austin, Texas Florida Atlanta, Ga. Phoenix, Ariz. Washington, D.C.	Lindi Sabloff Cate Yackey Mary Uthuppuru Jenna Grady Ann Huang Rebecca Smith Jill Durham Emily Merkle Karla Koch Sora Kim	

Team Spirit Award Winner: Restless

#### **Results:**

#### Men's Masters

-19	Team	City	Spirit Award Winner
1.	Tejas	Austin, Texas	Don Tom
2.	Woolly Mammoth	Florida	Boe Quisenberry
3.	Reckon	Atlanta, Ga.	Chris Church
4.	Philly Masters	Philadelphia, Pa.	Brian Lo
5.	BAM!	San Francisco, Calif.	Nikolas Radey
6.	Surly	Minneapolis, Minn.	Graham Brayshaw
7T.	Horse	New York, N.Y.	
7T.	OhiOld	Columbus, Ohio	Jay Martin
9.	Ra	Raleigh, N.C.	Nat Taylor
10.	Slow Country Boil	Charleston, S.C.	Lincoln Wilson
11.	Black Cans & Highlands	Washington, D.C.	Wei Lu
12.	Crawl	Phoenix, Ariz.	Adam Carberry
13.	Flashback	Portsmouth, N.H.	Joel Pitney
14.	FoG	Cincinnati, Ohio	Roy Stephens
15.	Polar Vortex	Chicago, III.	Eric Newman

Team Spirit Award Winner: Polar Vortex

Bakko Award Winner: Lincoln Wilson - Slow Country Boil

#### **Grand Masters**

	Team	City	Spirit Award Winner
	ream	City	Spirit Award Williner
1.	Surly GM	Minneapolis, Minn.	Rich Berger
2.	Shadows	Oakland, Calif.	Frank Flores
3.	No Country	Brattleboro, Vt.	Joel Thompson
4.	Georgetown Brewing	Seattle, Wash.	Johnny Springer
5.	Super Cali Fragile Disc	Huntington Beach, Calif.	Cliff Hanna
6.	Brooklyn	Brooklyn, N.Y.	Syed Ali
7.	Man Down	Philadelphia, Pa.	Steve Peterson
8.	WSUC	Western Springs, III.	Brian Sullivan
9.	Old Line	Cockeysville, Md.	Michael Meyers
10.	BigWheel	Huntsville, Ala.	Paul Dorsey
11.	Sick Hammers	Austin, Texas	Mark Newton
12.	Charred Guys	Sudbury, Mass.	Darren Mace
13.	Ozark Hillbillys	Fayetteville, Ark.	Jon Bitler
14.	Kingfish	Gainesville, Fla.	Schuyler Smith

Team Spirit Award Winner: Charred Guys

## **Beach Division**

considering the 2010 World Flying Disc Federation (WFDF) World Congress, WFDF officially recognized beach ultimate, incorporated the World Championships of Beach Ultimate into its competition structure and granted existing national federations such as USA Ultimate the authority to govern beach ultimate in their country. After receiving approval from the board of directors, USA Ultimate began overseeing beach ultimate late in 2010 with the formation of a beach committee. Since that time, a beach working group was developed and is now part of the larger competition working group at USA Ultimate.

Four initial beach regions were established in 2014 – East Coast, Great Lakes, Gulf Coast and West Coast – but for the purposes of the inaugural Beach Championships, existing club division regional boundaries will be used in the formation of teams. Four regional beach directors were appointed to oversee those four regions.

#### **Regional Beach Directors**

East Coast - Kimberly Beach
Great Lakes - Becky LeDonne
Gulf Coast - Sean McCall
West Coast - Rocky Beach

Early in 2014, USA Ultimate announced plans to host the first Beach National Championships during the 2015 calendar year, and after an extensive bid process, Virginia Beach, Va., was announced in October 2014 as the host city for the inaugural event.

#### World Championships of Beach Ultimate

In the fall of 2014, national teams were named to represent the U.S. in all seven divisions being contested at the 2015 World Championships of Beach Ultimate (WCBU). WCBU was set to take place March 8-13, 2015 in Dubai U.A.E. In all, more than 100 American athletes were selected to represent the U.S.A. in Dubai.

# **International Competition**

**ighlighted** in Goal 5 of the current strategic plan, achieving sustained excellence of USA Ultimate teams in international competition is a major focus for USA Ultimate. U.S. national teams participated in two international events in 2014: the World Ultimate Club Championships and the World Junior Ultimate Championships, both hosted by the World Flying Disc Federation.

Over the course of the summer, U.S. teams earned 14 medals. Twelve medals came from the World Ultimate Club Championships (four gold, four silver and four bronze across five divisions); the remaining two came from the World Junior Ultimate Championships where the girls' teams won gold, and the open team brought home silver.









#### **World Junior Ultimate Championships**

The 2014 World Junior Ultimate Championships were held in Lecco, Italy, July 20-26, and were hosted by the World Flying Disc Federation and Ultimate Italia.

The two U.S. National Teams – U-19 girls and U-19 open – combined for a record of 18-1 across the six-day event and compiled a point differential of +218. The girls' team defeated Canada 17-9 in the championship game to claim their first gold medal since 2006. The open team mounted a second-half comeback in their own championship final against Canada but eventually fell 16-17, claiming the silver medal.

More than 250 athletes interested in competing at the World Junior Ultimate Championships submitted applications and references in the fall of 2013. Nearly 180 of the best youth ultimate players in the nation were invited to attend one of two tryout camps – an east-coast camp held in Atlanta or a west-coast camp held in Seattle. The teams' coaching staffs narrowed down the tryouts to a final girls' roster of 21 and five alternates and a final open roster of 24 and six alternates.

The teams participated in a one-week training camp before traveling to Italy to compete at the World Junior Ultimate Championships.

#### 2014 U.S. National Team

#### U-19 Girls

Head Coach: Kyle Weisbrod (Seattle, Wash.)

Assistant Coaches: Jamie Nuwer (San Francisco, Calif.), Moses Rifkin (Seattle, Wash.)

Player	Hometown
Sarafina Angstadt-Leto	Eugene, Ore.
Mia Bladin	Seattle, Wash.
Piper Curtis	Hanover, N.H.
Hallie Dunham	Seattle, Wash.
Leah Farris	Atascadero, Calif.
Zoe Freedman-Coleman	Amherst, Mass.
Frances Gellert	Seattle, Wash.
Caitlin Go	Stanford, Calif.
Sadie Jezierski	Westfield, N.J.
Nhi Nguyen	Superior, Colo.
Tiffany Phan	Seattle, Wash.
Clea Poklemba	Corvallis, Ore.
Claire Revere	Seattle, Wash.
Alissa Soo	Seattle, Wash.
Linnea Soo	Seattle, Wash.
Jane Urheim	Wynnewood, Pa.
Jaclyn Verzuh	Seattle, Wash.
Hayley Wahlroos	Eugene, Ore.
Julianna Werffeli	Kirkland, Wash.
Monisha White	Stanford, Calif.
Angela Zhu	Hanover, N.H.

#### Alternates

layer	Hometown
Gabrielle Aufderheide	Eugene, Ore.
Madeline Gilbert	Seattle, Wash.
Ella Hansen	Seattle, Wash.
Carolyn Normile	Wynnewood, Pa.
Sarah Sparks	Falmouth, Maine

#### U-19 Open

Head Coach: Chase Sparling-Beckley (Portland, Ore.)

Assistant Coaches: Sam O'Brien (Minneapolis, Minn.), George Stubbs (Somerville, Mass.)

Player	Hometown
Steven Benaloh	Redmond, Wash.
Emmett Blau	Bedford, N.Y.
Samuel Cook	Seattle, Wash.
Sebastian Di Francesco	Atlanta, Ga.
Brett Gramann	Austin, Texas
Nathan Haskell	Atlanta, Ga.
Mac Hecht	Newton, Mass.
Ryan Hiser	Vero Beach, Fla.
Levi Jacobs	Bargersville, Ind.
Natan Lee-Engel	Seattle, Wash.
Sam Lehman	Mercer Island, Wash
Connor Matthews	Eugene, Ore.
Terrence Mitchell	Durham, N.C.
Josiah Mort	Atascadero, Calif.
Eli Motycka	Nashville, Tenn.
Anders Olsen	Atlanta, Ga.
Alexander Olson	Seattle, Wash.
Aaron Peterschmidt	Albany, Ore.
Jake Ritmire	Seattle, Wash.
Dominic Schuster	Cincinnati, Ohio
Charles Schuweiler	St. Cloud, Minn.
Scott Trimble	Gibsonia, Pa.
Tristan Van de Moortele	Minneapolis, Minn.
Sol Yanuck	Chapel Hill, N.C.

#### Alternates

Alex Kunzer	Shoreview, Minn.
Andrew Lehmberg	Westfield, N.J.
Walker Matthews	Durham, N.C.
Wyatt Mekler	Minnetonka, Minn
Grant Mitchell	Bellevue, Wash.
Jack Shanahan	Naperville, III.



#### **World Ultimate Club Championships**

Every four years, the World Flying Disc Federation hosts the World Ultimate Club Championships. The 2014 event was held Aug. 2-9, in Lecco, Italy.

Bids are divided amongst participating countries and vary from year to year. Teams from the United States qualify for the World Ultimate Club Championships based on their finishes at the corresponding USA Ultimate championship event, either the National Championships or the Masters Championships.

In 2014, the United States was represented by a total of 16 teams, spread across each division contested at the event. Four teams competed in the mixed division, four in the open division, four in the women's division, three in the masters open division and one in the masters women's division.

In all, the 16 U.S. teams earned 12 medals in Lecco, including sweeps of the medal spots in the mixed, open and women's divisions. In the mixed and women's divisions. all four semifinals teams were from the United States.

The teams representing the United States in Italy and their final finishes were as follows.

Mixed			Women's		
Team	Home City	Finish	Team	Home City	Finish
Drag'n Thrust	Minneapolis, Minn.	1st	Riot	Seattle, Wash.	1st
Polar Bears	San Francisco, Calif.	2nd	Fury	San Francisco, Calif.	2nd
The Ghosts	Boston, Mass.	3rd	Scandal	Washington, D.C.	3rd
Wild Card	Boston, Mass.	4th	Showdown	Austin, Texas	4th
Open			Open Masters		
Revolver	San Francisco, Calif.	1st	Boneyard	Raleigh, N.C.	1st
Sockeye	Seattle, Wash.	2nd	Johnny Encore	Denver, Colo.	3rd
Johnny Bravo	Denver, Colo.	3rd	Surly	Minneapolis, Minn.	5th
Ironside	Boston, Mass.	9th	•	•	
			Women's Maste	ers	
			Godiva	Boston, Mass.	2nd



#### 2015 International Events

Calendar year 2015 holds more exciting opportunities for USA Ultimate's international teams. The World Flying Disc Federation's World Championships of Beach Ultimate are scheduled for March 2015 in Dubai, U.A.E., and the Under-23 World Ultimate Championships are set to be held in London, U.K. in mid-July. Seven teams, one in each of the divisions set to be contested at the World Championships of Beach Ultimate – mixed, open, women's, men's masters, women's masters and grand masters – will represent the U.S. in Dubai, and teams in the mixed, open and women's divisions will represent the U.S. in London at the Under-23 World Ultimate Championships.

The U.S. is the current defending champion in each division after the 2013 edition of the Under-23 World Ultimate Championships which was held in Toronto. The United States sent six teams to the last edition of the World Championships of Beach Ultimate, contested in Italy in 2011, and took home five gold medals, one in each division except mixed masters. The women's masters division is new for 2015.

2015 Beach National Teams were determined using player applications. Final rosters were announced in September 2014.

The application window for players interested in being considered for the 2015 U-23 National Teams was open in September and October. Tryouts were held in November, and final rosters for the three teams were announced in December 2014. Head coaches were selected in August 2014 with assistant coaches being finalized in September. All three head coaches return for 2015 after successfully leading their respective teams to gold medals in Toronto.a



#### U-23 Mixed Coaching Staff

Head Coach: Martin Aguilera Assistant Coaches: Alex Snyder, Nancy Sun

#### U-23 Open Coaching Staff

Head Coach: Bob Krier

Assistant Coaches: Jody Avirgan, Joe Durst

#### U-23 Women's Coaching Staff

Head Coach: Mike Whitaker

Assistant Coaches: Lauren Boyle, Carolyn Matthews

# **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 398 events in 2014, accounting for two percent growth over 2013. In addition to many leagues and tournaments, those 398 sanctioned events included 81 college regular-season events and 55 club events to make up the division's official regular season, the second in the Triple Crown Tour structure.

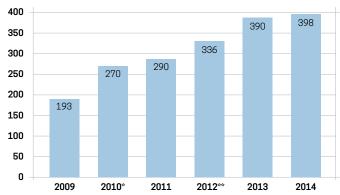
The tiered structure used for sanctioned events allows competition requirements to be tailored to better suit the specific event level and its competitive goals. The tiers – recreational, competitive, league and insured events – ensure more uniformity across events that impact regular-season rankings and enable easier and more equal comparisons across events.

After the tiers were first implemented in 2012, their continued use in 2013 and 2014 helped further the development of the regular season with improved validity of results, thereby improving the quality of regular-season rankings.

#### **Event Standards**

In line with goal three of the current strategic plan, USA Ultimate began hosting best practices webinars with the state youth coordinators in November 2013. The regional youth directors, in concert with the USA Ultimate youth staff, conducted training webinars to help SYCs with the administrative steps for producing and evaluating event bids, communicating with teams and general best practices. Those webinars continued in 2014 as part of ongoing efforts to maintain the organization's high standards and continue to increase event standards.

#### **USA Ultimate Sanctioned Events**



\*2010 marked the beginning of the official college regular season. \*\*2012 marked the beginning of the official club regular season.



#### **Outreach Programs**

USA Ultimate held 26 total Learn to Play and GUM clinics for kids of all ages in 2014 split amongst six communities and four USA Ultimate championship events. Nearly 1,000 kids participated in youth outreach clinics in 2014 through Learn to Play, community recreation and other programs in partnership with local disc associations.

The Learn to Play Program continues to see impressive growth, especially when, just a few years ago, the program didn't exist. Before 2012, when eight Learn to Play clinics were held for just over 100 kids, only one clinic was held in each of the two previous years.

For the fourth year in a row, USA Ultimate also held three week-long summer camps in Boulder. In 2014, 62 kids aged seven to 15 participated in the day camps. Boulder also hosted a half-day girls-only camp in 2014.

For a second straight year, the Youth Club Championships played host to a Talent ID Camp on the Monday following the conclusion of YCC competition. Top coaches from around the country were on-hand to lead clinics and training sessions with 28 of the top youth ultimate players in the United States, each of whom had elected to register for and participate in the day camp.

USA Ultimate staff members also attended national events in 2014 to continue to spread the sport: the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) National Convention and Exposition and the Ultimate Coaches and Players Conference. In addition, USA Ultimate staff supported the Tribeca/ESPN Street Fair in New York City, Indiana University's Physical Education Teacher Education in-service, the Maine AAHPERD conference, and two Baltimore-area teacher in-services. Conferences and events like these help USA Ultimate continue efforts to network with various community, recreation and teachers' organizations and advance the sport of ultimate amongst these key groups. In addition to spreading the sport, the relationships developed at the national events can be leveraged in future years.

During the 2014 calendar year, nearly 150 outreach kits and over 2,000 discs were distributed to groups advancing ultimate as a teaching tool and recreational activity. Newly forming teams, schools, teachers, community recreation groups and organizations, YMCAs, parks and recreation programs, and Learn to Play clinic organizers all received kits thanks to USA Ultimate equipment grants to help support local grassroots efforts to expand ultimate's reach around the country.







#### **Girls' Ultimate Movement**

After laying the groundwork in 2013, the Girls' Ultimate Movement (GUM) was officially launched in March 2014. USA Ultimate Manager of Education and Youth Programs Mike Lovinguth, together with the movement's co-chairs Heather Ann Brauer and Zara Cadoux, created this new, nationwide movement designed to increase girls' participation in the sport.

They built GUM to work on changing the gender paradigm that exists in many sports by taking a proactive approach to creating policies and programs that will inspire young female athletes to choose ultimate.

The Girls' Ultimate Movement focuses on creating opportunities for youth and high school-aged girls to participate in sports, lead with their peers and celebrate the beauty of sport with their opponents. Through the Girls' Ultimate Movement, USA Ultimate is collaborating with some of the nation's most passionate and dedicated leaders to generate new and innovative ideas for programming, infrastructure and policy that will facilitate development of the girls' division!

The Girls' Ultimate Movement launched with five priorities that will guide the group as they develop and implement programs that will help get girls playing ultimate.

#### **GUM's Five Ultimate Priorities**

- 1. Commit to developing enhanced media resources for the girls' division and opportunities for girls and women to connect in an online community.
- 2. Pilot one new girls' focused program each year from 2015 to 2019.
- 3. Develop a girls' ultimate curriculum that can be marketed to national Youth Sport Organizations.
- 4. Pilot and implement a national GUM volunteer structure.
- 5. Analyze data, identify best practice and establish USA Ultimate standards on gender in youth ultimate.

 $Learn\ more\ and\ stay\ up-to-date\ on\ the\ Girls'\ Ultimate\ Movement\ by\ visiting\ \textbf{gum.usaultimate.org.}$ 



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 2014, 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.

In 2014, USA Ultimate's Coaching Development Program hosted 21 full-day Ethics & Coaching Performance Workshops across the United States and four online ethics-only workshops. Total members participating in the Coaching Development Program reached 498 in 2014, with 399 participants attending clinics. 2014 marked a shift away from workshops being held at USA Ultimate championship events in an effort to preserve the energy of coaches and staff at events as well as better plan for the sustainability of the program.

Coaching memberships increased significantly in 2014. Coach memberships grew by 35 percent, while coach/player memberships increased by 18 percent. The growth reflects a steady trend since coach memberships became a specified level in 2009.









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 of 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 2014, the USA Ultimate Observer Program held five successful clinics, training and certifying 32 new observers. Sixty-five observers were also recertified over the course of the year.



# **Marketing and Communications**

#### **Sponsorship and Merchandising**

In 2014, USA Ultimate continued its marketing partnerships with virtually all recognized apparel manufacturers endemic to the sport of ultimate, including Breakmark, Five Ultimate, Savage and VCS. All of these companies were again licensees of the USA Ultimate brand and marks, and served as the Official Merchandise Supplier for USA Ultimate Championship Events. Officially licensed merchandise was provided as follows:

High School Central Championships - VC Ultimate (VCS)

High School Northeastern Championships - Breakmark

High School Southern Championships - Spin (VCS)

High School Western Championships - Savage

Division III College Championships - Five Ultimate

College Championships - Five Ultimate

U.S. Open Ultimate Championships & Convention - VC Ultimate (VCS)

Masters Championships - VC Ultimate (VCS)

Youth Club Championships - Spin (VCS)

National Championships - VC Ultimate (VCS)

Five Ultimate also served as the Official Uniform Supplier of the U.S. National Team for the WFDF World Junior Ultimate Championships in Lecco, Italy. A renewal with Five Ultimate was also executed to serve as the Official Uniform Supplier of the U.S. National Team at the 2015 WFDF World Championships of Beach Ultimate and the WFDF World U-23 Ultimate Championships.

Revenues from the sale of officially licensed event merchandise were \$130,353 - an increase of 12 percent relative to 2013.

In 2014, USA Ultimate also launched a successful retail licensing program that resulted in an additional \$53,097 in royalty revenues for officially licensed USA Ultimate merchandise sold in retail locations.

Additional sponsorship and licensing partnerships were renewed or added with partners including U.S. Sports Camps and Game Time Travel.

Overall, USA Ultimate increased its sponsorship, licensing and merchandise revenues to a combined \$500,976, an increase of eight percent.





#### **Broadcasting**

In 2014, citing favorable ratings and return on investment, ESPN optioned a two-year extension on its broadcast agreement with USA Ultimate to cover the College Championships, U.S. Open and National Championships through 2016. In 2014, ESPN aired six hours of coverage on ESPNU and an additional 32 hours of live coverage on ESPN3 and the WatchESPN mobile app from USA Ultimate's flagship events.

USA Ultimate also successfully place four highlight clips (two men and two women) on ESPN SportsCenter's Top 10.

In addition to its relationship with ESPN, USA Ultimate also executed an agreement with NexGen to broadcast an additional 43 games from its championship events, bringing the total number of games broadcast by its partners to 59 – the most ever.

USA Ultimate also garnered major media exposure in several mainstream outlets in 2014, including spots on the CBS Evening News and CBS This Morning, articles published in the Boston Globe and Dallas Morning News, and more.

# Z L L L

#### Magazine, Social Media, Website

USA Ultimate again produced its four quarterly issues of the USA Ultimate magazine. Readership increased by an impressive 51 percent, largely driven by the number of people who elected to receive a hard copy of the magazine, instead of reading the electronic version.

In 2014, the magazine's content included more feature content than in years past, the completion of an intentional shift away from the event recap coverage that has been standard for many years. Shifting the articles toward features increases the value of the content by decreasing its reliance on publication dates relative to the conclusion of major events and by placing more value on unique content of interest to the entire ultimate community.

In addition to feature content, the USA Ultimate magazine continues to provide athletes and spectators with insight and resources for all aspects of the sport, from answering rules questions in the What's the Call column, to nutrition information in Nutrition Matters, to training advice in Above the Competition and much more.

USA Ultimate's social media outlets each ended 2014 with impressive increases in followers, thanks to continued improvements in interaction with and engagement of followers, as well as increases in content.

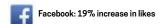




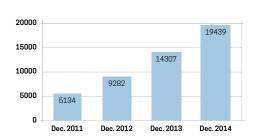


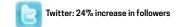


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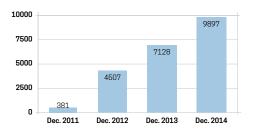


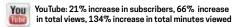






#### YouTube Subscribers





After launching phase one of a new, custom technology platform in December 2013 that included membership functions, administrative processes and payment features, phase two of the platform was launched in 2014. In April, the first event builder and score reporting tool to be completely owned and operated by USA Ultimate was launched. The launch included team pages, event schedules and results and match reports, including functionality for game-tracking elements like scoring and statistics. The event builder is also completely integrated with team rostering and event registration features. The platform's rankings function was launched in July.

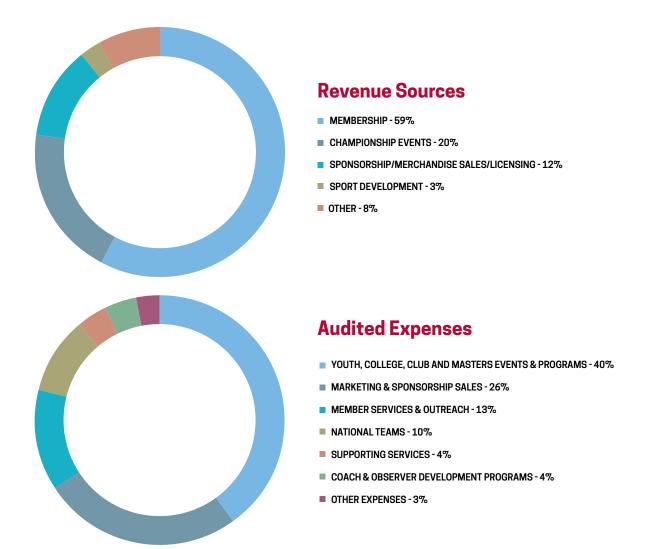
In addition to providing enhanced features for members and fans of the sport, the new system expanded USA Ultimate's reporting abilities. The new features are beneficial in analyzing membership and participation data, helping to understand trends and goals related to growth.

#### **Annual Report**

USA Ultimate published its second-ever annual report for the organization in October 2014. The publication outlined all things USA Ultimate from the 2013 calendar year. The 2013 annual report generated 16 percent more views than the 2012 report.



# **Financial Review**





#### **Statement of Financial Position**

ASSETS	
CURRENT ASSETS	Dollars (\$)
Cash and cash equivalents	842,897
Accounts receivable, net	84,149
Inventory	24,500
Prepaid Expenses and Deposits	26, 636
Due from Foundation	8,097
CERTIFICATE OF DEPOSIT	245,859
Total Current Assets	1,232,138
PROPERTY AND EQUIPMENT	
IT Infrastructure System	239,277
Furniture and Equipment	41,668
Computer Equipment	20,245
Other Depreciable Projects	6,600
Software	5,086
Subtotal	312,876
Less Accumulated Depreciation	(89,836)
Property and Equipment - Net	223,040
Long-Term Investments	744,103
OTHER ASSETS	10,500
TOTAL ASSETS	2,209,781

LIABILITIES AND N	ET ASSETS
CURRENT LIABILITIES	
Accounts payable	258,674
Accrued liabilities	60,342
Current portion of deferred revenue	288,555
Total current liabilities	607,571
DEFERRED REVENUE	246,767
TOTAL LIABILITIES	854,338
NET ASSETS	
Unrestricted	1,355,443
Temporarily restricted	
Total net assets	1,355,443
TOTAL LIABILITIES	
AND NET ASSETS	2,209,781

# **Statement of Activities and Changes in Net Assets**

EXPENSES		
PROGRAM SERVICES	TOTALS	
Triple Crown Tour, Beach and Masters events and programs	\$589,350	
Communications and publications	384,073	
Marketing and sponsorship	345,511	
Youth events and programs	314,670	
National teams	285,706	
College events and programs	218,974	
Member services	161,975	
Sport development and outreach	189,071	
Event standards/Spirit of the Game/rules/disc standards	107,497	
Coach and observer development programs	104,037	
AE system	68,005	
International programs	21,757	
Total program services	2,790,626	
SUPPORTING SERVICES	TOTALS	
Board of directors	\$106,035	
Fundraising	43,118	
Operations	120,435	
Total supporting services	269,588	
Total expenses	3,060,214	

REVENUE		
	TOTALS	
Membership dues	\$1,804,277	
Competition and		
athlete programs	611,756	
Sponsorship and licensing	374,623	
National teams	152,677	
Sport development and outreach	85,923	
Sales	56,615	
Cost of goods sold	(47,066)	
Coach and observer development program	31,005	
Contributions		
Investment income	680	
Other income	4,200	
Total revenue	3,074,699	

REVENUE AND EXPENSE TOTALS			
	TEMPORARILY RESTRICTED	TOTALS	
CHANGE IN NET ASSETS		\$14,485	
NET ASSETS, Beginning of Year		1,375,958	
Transfer of Net Assets Transfer to USA Ultimate Foundation		(35,000)	
NET ASSETS, End of Year	90	1,355,443	

#### **Statement of Cash Flows**

#### CASH FLOWS FROM OPERATING ACTIVITIES 2014

Net cash provided by operating activities: \$110,374

# Adjustments to reconcile the change in net assets to net cash provided by operating activities

#### Depreciation: \$53,833

Decrease (increase) in assets

Accounts receivable, net	\$(21,296)
Inventory	
Prepaid expenses and deposits	(13)

Increase (decrease) in liabilities:

Accounts payable	\$ 18,358
Accrued liabilities	3,471
Deferred revenue	40,584

Total adjustments: \$95,889 Change in net assets: \$14,485



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