

# Meeting of the General Assembly of the International Cheer Union

a Texas non-profit corporation

Tuesday 25 April 2017

Orlando, Florida, USA

- 1. Meeting called to Order at 2:11 PM / 14:11 EST**
- 2. Welcome and Opening of Meeting- ICU Secretary General Karl Olson**
  - Welcomes ICU Officers, ICU National Federation Members, Distinguished Sport Officials, Invited Guests, colleagues of the Sport of Cheerleading / the International Cheer Union
  - Translation booth processes are explained
- 3. Roll Call- ICU Secretary General Karl Olson**
  - Explains Membership Dues, Full and Provisional Membership status
  - 64 full members, 50 in attendance- there is a quorum
  - Voting process explanation
- 4. Approval of the minutes of previous meeting- ICU Secretary General Karl Olson**
  - Discussion: No discussion
  - Barbados motions to approve the minutes
  - Czech Republic seconds the motion
  - Motion carries, 2016 Minutes Approved
- 5. President's Report- ICU President Jeff Webb**
  - a. Overview of ICU Strategic Objectives
    - i. To assist National Federations to build the sport within the respective countries, as well as supporting them in their efforts to be recognized by their NOC's and sport ministries
    - ii. To conduct a large, high profile, high quality World Championship to promote our National Federations and our sports
    - iii. To ensure a sound financial platform for the future
    - iv. To continue to pursue IOC recognition- mission accomplished!  
*(Olympic recognition video played)*
  - b. Review of the Past 12 Months
    - IOC Provisional Recognition
    - Education: ICU has to date provided National Federation event, judge and rules training for over 90 nations on all continents
    - Events: ICU continues to assist in administering successful events around the world, including:
      - 2016 European Championships in Vienna, Austria
      - 2016 TAFISA Sport for All Games and Asian Championships in Jakarta, Indonesia
      - 2016 Asian Open in Geoje, Republic of Korea
      - 2016 ICU World Championships in Orlando

- National Championships in over 70 nations
- d. National Federation Recognition Initiative
  - Over 49 National Federation Members- with National Sports Authority recognition
  - 15 National Federation Members with National Olympic Committee recognition
  - 10 more National Federations very close on NOC recognition
  - The 6 more recent National Federations recognized by their NOCs includes:
    - China
    - Finland
    - Colombia
    - Belarus
    - Mexico
    - Thailand
- f. Sports integrity
  - The ICU is committed to protecting the integrity of our sport
  - Education initiatives are also underway including dissemination of best practices from the IOC, SportAccord and other IFs
  - A very important initiative for the ICU
- g. Membership Report
  - 110 National Federations
  - Working with all NFs to gain recognition within their respective countries
- h. Anti-Doping
  - A major focus of the entire international sports community
  - ICU continues to be a proud signatory of WADA
  - ICU's 2015 Anti-Doping Rules are approved by WADA
  - ICU is committed to protect clean athletes, provide education and tools to assist all stakeholders
  - All National Federations have a copy of the 2015 Rules- also available at all times on the ICU website
  - Excellent cooperation by all of ICU's NFs on this very important initiative
- h. Olympic Channel
  - The Olympic Channel will stream the 2017 World Championships
  - A number of athletes and coach interviews will be conducted by the Olympic Channel during the Championships
  - ICU is currently working with the Olympic Channel on a documentary regarding the history of cheerleading
- i. New Cheerleading Venue
  - New state-of-the-art facility is currently being built at the ESPN Wide World of Sports Complex
  - First building in the world designed specifically for cheerleading competition
  - Disney partnered with us in creating the design

- 150,000 square feet / approximately 13,900 square meters of space; up to 4 performance venues, seating capacity of 8,000
  - Warm up facility will be attached – and can hold up to 12 competition floors
  - Will be completed by the Fall of 2017
- j. Main Goals and Objectives of next 12 months
- Continue a very successful 2017 ICU World Cheerleading Championships
  - Expand ICU Continental Championships
    - June 2017: European Championships in Prague, Czech Republic
    - July 2017: the launch of the Africa Championships in Durban, South Africa
    - October 2017: Asian Championships in Tokyo, Japan
    - Discussions are underway for the first ICU Panamerican Championships in Cali, Colombia
  - Special Olympics
    - Exploring a partnership with Special Olympics
    - Possibly adding Special Olympics/Special Abilities divisions at the 2018 World Championships
    - ICU welcomes Special Olympic guests who have been in attendance for meetings and presentations this week: Meghan Young & Darian Packard
  - Sport and Active Society (Sport for All)
    - IOC's Agenda 2020 includes a focus on engaging society in sport and physical activity for health and quality of life, especially for the world's youth
    - Cheerleading has excellent potential in this regard, and discussions are underway to expand our Sport's possibilities and reach for this important initiative at the grass-roots level around the world
  - FISU
    - ICU became part of the FISU Family in May 2014
    - 2018 World University Cheerleading Championships (National Teams for university students) will be held on Lodz, Poland 5-6 October 2018
    - ICU is working on coordination with FISU to administer the 2018 WUC and we look forward to an incredible event
  - Multi-Sport Games
    - IOC recognition creates potential opportunities for the ICU and Cheerleading's participation in events such as World Games, Master Games, Beach Games, Commonwealth Games and more
    - This is an important opportunity for our NFs and the ICU will pursue participation in these games

## **6. Secretary General's Report - ICU Secretary General Karl Olson**

- a. 2017 Junior World and World Cheerleading Championships Preparations
- 2,400 National Team Athletes, nearly 70 Nations
  - First Junior World Championships: 19 Nations, 33 Junior National Teams
  - Great excitement for the first ever ParaCheer World Championships Divisions

- b. Reminders & Schedule Review for the 2017 Junior World and World Championships  
(Video – look back at the 2016 ICU World Cheerleading Championships)
- c. Free Live Stream and Event Coverage – to circulate friends of Cheerleading around the world
  - Free Live stream will be posted on ICU website, beginning with JWC Welcome
  - Video of Championships & team performances will remain on ICU’s YouTube Channel
- d. National Federation Recognition Initiative
  - ICU information of our Sport, recognition letters and documents remain available on the ICU website – at the “recognition documents’ link
  - All ICU Videos remain available on the ICU You Tube Channel
  - ICU Social Media Platforms remain as excellent tools for National Federation: Facebook (over 1.2 million likes), Twitter, Instagram, Snap Chat, and coming soon- Wiechat and VKontakte
  - Exciting news: ICU has a new app- “ICU WCC” easily found on-line or in any app store. Updates will be provided on the World Championships, with added information to assist all of ICU’s stakeholders
- e. FISU / ICU 2018 World University Championships 2018 Update
  - Division Review: Cheerleading and Performance Cheer Divisions
  - ICU encourages all NFs to contact their local FISU National University Sport Federation
  - WUC rules will match the ICU World Championships rules for Premier and Elite Divisions, as well as all Performance Cheer Divisions

## 7. Reports of Standing Committees - ICU President Jeff Webb

Introduction of the ICU standing committees and appreciation is extended for the great work and progress of the committees

### a. Entourage Commission

#### **Beverley Hon, ICU Entourage Commission**

- Discusses the importance of the work and polices regarding the “Entourage”, the intentional or unintentional actions of the Entourage, positive and negative- what it means to the athletes’ experiences, and our important role to protect our athletes
- The Commission met, excellent input from Ethics and Athletes Commission, remains focused and committed to all efforts made to improve quality of experience of the athletes and how to protect the athletes from all influence, outside and inside influences
- Many discussions were held on this important topic, including a review of ICU Entourage processes and documents - the major meeting points were as follows:
  - Continued cooperation with the Ethics Committee and Athlete Commission: Coordination and communication between both groups

is always part of all discussion points. Feedback and cooperation with the Ethics Committee and Athlete Commission are critical for effectiveness in all Entourage policies. The Athlete Commission is an excellent independent resource from the Athlete's view point, and the Ethics Commission for the status of any pending items within the organization and sport as a whole

- Preparation of ICU specific documents: The ICU website, cheerunion.org, currently hosts a number of Entourage assistance documents available to all stakeholders to review, includes excellent IOC Entourage Guidelines as an added resource. ICU Entourage Commission continues to be vigilant to review these documents, to remain current, as well as add specific resource documents to address specific problems as needed- with the intent is to develop more efficient contact resources, streamlining the material provided
- Development of contact possibilities: The new ICU app is an excellent resources for athletes and all stakeholders, discussions are underway to develop the app format that increases contact activities to enhance education and communication to further protect our athletes
- Examination of possible violations: Currently, there are no violations pending, however, a majority of our athletes are young and very impressionable, so we must remain vigilant, and new technology developments will also further assist athletes to come forward
- In conclusion, through developments, e.g. the ICU app, website resources- and continued education, we trust enhanced contact activities will encourage everyone to share more information to assure we progress on this project, and place our athletes at the highest priority to protect their well being

**b. ICU Athlete Commission**

**Levi Martin, ICU Athlete Commission Chairperson**

- Expresses appreciation to the ICU Governing Council, Federation officers- and reports that over the past few days, the ICU Athlete Commission (AC) had met, attended ICU's others committee meetings to further prepare the AC and further promote the voice and interests of our athletes. Reads a quote by Nelson Mandela
- Many Athlete Commission subjects that were discussed, implementation of many AC projects involves the new ICU app- an excellent and modern resource for the all athletes. Special appreciation to Councilmember Matt McDonough for his excellent work on the ICU app. AC discussion topics were as follows:
  - New Award: Athlete of the Year Female and Male: Endorsed by the AC, criteria discussed for eligible candidates would possibly include National Team member, minimum 2 years experience, international cheer experience, service/community involvement, national awards,

and personal recommendations. Submission of candidates via the ICU app

- University Scholarship Programme: Endorsed by the AC, possible criteria to include scholarship excellence, as well as achievements in our Sport and community. The AC also recommends a requirement to our Sport to remain active during the term of study as a judge, coach and/or athlete. Submission of candidates via the ICU app
- Athlete Commission Election: Currently, the existing AC term is 2015-2018, and the AC agrees with the 4-year term. A few recommended adjustments would be as follows; the AC proposes names of At-Large representatives for consideration, elections are staggered (e.g. 4 members terms are extended 2 more years, and 5 hold elections next year), and AC members must attend 1 meeting a year to remain eligible
- To conclude, the AC endorses the 2018 ICU World Championship schedule, has kindly requested to meet in Prague 22-24 June to review the Athlete of the Year Award and ICU scholarship programme as discussed, and the AC is currently reviewing the Code of Conduct for Athletes to further enhance the experience for our athletes world wide

**c. ICU Ethics Committee**

**Pamela Chang, ICU Ethics Committee Member**

- As a summary of the Ethics Committee meeting, many ICU Ethics related documents exist at cheerunion.org- the committee discussed and reviewed the importance of these essential documents and their detail, with 3 specific items to highlight:
  - Coaches Code of Conduct & Athlete Code of Conduct: Documents are available on cheerunion.org, encourages all ICU stakeholders to review these important documents and excellent references as a guidelines in managing the Sport within their countries
  - Specific Section- Article 1 Membership Misconduct: Reviews Article 1 and the Ethics Committees recommended wording revisions for better clarity and understanding to all stakeholders of our Sport without changing meaning of the document
  - Enhanced Communication and resource for Ethics Related matters: As previously discussed, development of technology can have a negative affect on unethical behavior in Sport through increased opportunities for illegal betting and unethical motives, but technology, e.g. the ICU app, also provides the ICU more and enhanced communication opportunities to counter these behaviors- protecting the integrity of ICU and our Sport
- In conclusion, the importance of all of the policies and rules in place for the ICU is education and understanding of these policies for ICU National Federation members, coaches, judges and administrators- when dealing with our Sport. Additionally, using all tools available to us, electronic and

otherwise, is critical in our enforcement to assure the results are aligned with the ethical standards of the ICU

**d. ICU Medical Commission**

**Mike Jacki, ICU Medical Commission Member**

- Commission Member Jacki expresses great appreciation for the work of all of the ICU commissions and committees, and as a person involved in the ICU from the beginning of the organization- applauds the growth of Cheerleading world wide, the World Championships, and the ICU as whole, congratulates the membership on its excellent progress for young people around the globe
- Reports that the MC continues to look at the Sport of Cheerleading in a very aggressive manner, with the new inclusion of the new ICU app, the MC looks forward to establishing enhanced communications within the coaching community with injury and post injury care information. A report by the Medical Commission on Medical Activities are as follows:
  - Education & Information: The ICU website, and associated medical resources listed, regarding concussions, injury prevention, nutrition- with enclosed excellent documents also available by the IOC
  - Medical Questionnaire & Communication: It is a major initiative of the MC is communication- assuring that the ICU website is current and trendsetting for the coaches, athletes and everyone involved. Inclusion of the new ICU app will also greatly assist this effort of the questionnaire and discussions are underway with Councilmember McDonough to enhance
  - ICU Information to NFs: In addition to the many resources provided on the ICU website, soon- the ICU app, with education provided on an ongoing basis- the ICU will also provide the results of the medical questionnaire as an added resource in all of our efforts to protect and promote the health of our athletes
- ICU's Anti-Doping Initiative: Echoing ICU President Webb's report, ICU's Anti-Doping initiatives have been a major focus of the ICU including the ICU World Championships competition testing since 2009, as well as many years of continental Championships tests, and more recent national in-competition and international and local out-of competition tests conducted. ICU has been very involved in all of WADAs meetings, WADA is aware of our commitment. The importance of this initiative is to protect clean athletes, preserve the integrity of our Sport, and also to protecting the health of Cheerleading's athletes overall. A summary on ICU's Anti-Doping initiatives as follows:
  - Education: In partnership with the organization Clearidium, education sessions on have been provided throughout the week for the ICU Membership, with ongoing and and upcoming Anti-Doping education programmes to assist us in this important effort
  - Out-of-Competition testing: Expansion of Anti-Doping doping initiatives continue. With the assistance of Clearidium and under the direction of

WADA / the ICU's WADA approved Anti-Doping Rules and Regulations, the ICU has expanded the out-of-competition testing programme- with many tests already completed for 2017

- *In-competition testing*: Testing will be conducted for both the 2017 ICU Junior World Championships and Senior World Championships over the next days- as well as a continuation of continental, regional and national in-competition tests. ICU has had a number of positive tests over the past few year, unfortunate for our Sport- but a significant source of education for the ICU, and proof of our commitment to protect clean sport
- *Registered Testing Pool (RTP), ADAMS & TUEs*: Important tools of the Anti-Doping initiative also communicated during the breakout discussions. The ICU continues its development of its Registered Testing Pool of athletes globally to enhance effectiveness to protect clean sport, ADAMS is an excellent management tool coordinated with all Anti-Doping Organisations around the world- increasing our reach and effectiveness as well. The ICU continues to be impressed by the great awareness of our athletes and national federations on TUE submissions- which are substantial, this assists the ICU to be fair and concise as possible for all athletes through this important initiative
- *Transgender*: Regarding Anti-Doping testing and all matters in Sport, continues to be an important subject for awareness and discussion. Cheerleading is no different. Due to the structure of male and female teams "coed teams" in Cheerleading, this might not be as significant as some sports. However, with Cheerleading all female teams- this will be a subject to be discussed more in the future
- In summary, great progress has been made within the ICU. Regarding Anti-Doping specifically, the ICU will be submitting the 2017 WADA Questionnaire prior to the WADA 20 May 2017 deadline. The excellent and ongoing support by the ICU's membership, athletes, coaches and all stakeholders- has placed ICU in an excellent position to best fulfill its responsibilities for clean sport
- Commission Member Jacki closes with a reminder that in 20 years, the seats of the General Assembly will be filled with our present day athletes, and not those who sit here now. The important work of everyone today represents the future, new countries will be involved who are not here at this moment; expresses the honor and privilege to be associated with this Sport

e. **ICU Technical Committee- Performance Cheer**

**Wayne Oberem, ICU Technical Committee Member**

Committee Member Oberem acknowledges and thanks ICU Technical Committee Director Liz Rifino for her great work and wonderful contributions to Performance Cheer, and reviews the ICU Technical Committee Meeting summary as follows:



- The Technical Committee supports the 2018 World Championship proposed schedule with annual meetings to be held again on Monday & Tuesday prior to the World Championships
- New this year- Junior World Championships. With the possible growth of the Junior World Championships in 2018, the Technical Committee recommends the possible use of multiple venues following the JWC welcome
- New this year- Semi Finals for World Championships Categories. The TC supports the minimum of 50% of teams advancing, based on the score break- with the possibility for small divisions, e.g. under 10 teams- all could advance; no scores will carry into finals, and all finalist teams will draw for order of competition on Friday
- The TC reviewed the Judges Selection process to be sure that those selected are adjudicated judges with a possibility of addition vetting, and federation involvement
- The ICU Medallion Education programme was reviewed and continues to be a global success. The update programme (showing slide) includes an additional day for the Green Course/Rules Comprehension Course, as well as a supplemental Red Course Session/ 1-Day Judges Proficiency Course – to enhance the education opportunities for our Coaches and Judges
- Exciting development includes the addition of the ICU ParaCheer World Championship Divisions, and possible in 2018- ICU Special Abilities Divisions. The TC discussed adding this to the education format of the Medallion Course curriculum

**f. ICU Technical Committee- Cheerleading**

**Martin Tus, ICU Technical Committee Member**

Committee Member Tus thanks ICU Technical Committee Director Mike Cooper and the TC members for a successful meeting, and reviews the TC Committee Meeting summary as follows:

- The Technical Committee supports the proposal that all ICU sanctioned events - by 1 January - must use ICU score sheets and rules for compliance
- In preparation for the 2018 FISU World Championships, the TC endorses that all university and scholastic championships, e.g. the World University Cup in January, check athletes for valid student identification to assure eligible student status and age range, to assist education and tighter regulations of this important process
- Firmer regulations were discussed regarding ICU World and Continental Championships specifically that Judges at these events, cannot also coach teams, or assistant coach teams- regardless of involvement in separate divisions. For many nations new to the sport, this has been common due to a nation's best coaches are also the best judges; however, the TC recommends that at the highest level competitions - this policy be enforced, and consequences, e.g. judges certifications revoked, are imposed
- To assure the quality of the experience of all athletes, regardless of a region in the world, the ICU Technical Committee encourages ICU Sanctioned &

supported events must also provided score sheets to coaches on the same day as the competition. This is standard policy for all ICU competition, and it is important that quality standards are provided world wide- with this criteria in place

#### **10. Treasurer's Report- ICU Treasurer John Nichols**

ICU Treasurer Nichols summarizes 2016, a successful year in many ways - continually improving ICU's financial situation. A few previous successes, includes a \$250,000 sponsorship from a fabric manufacturer, Millikan, which will not return in 2017, and USASF Worlds ongoing revenue sharing continues to benefit the ICU. Overall, progress in income and expenses continue, placing the ICU in a healthy position. The 2016 financials and 2017 proposed budget are as follows:

a. 2016 Summary

- 2016 Revenue reflects the ICU's most significant financial source, World Championships revenue, and also includes ICU's continually improving dues situation, as well as ICU course reimbursement - and the sponsorship of \$250,000 just mentioned
- 2016 Expenses are fairly standard as years past- \$154,000 for National Federation assistance and development with more reimbursement, which remains to be very important to the ICU. Office and Administrative Expenses were \$161,000 slightly higher than 2015, but reflective of a \$30,000 upgrade to the ICU website for education tracking and support. Obviously successful, \$270,000 was spent for ICU's international recognition initiative; includes IOC and SportAccord meetings, legal fees, associated travel expenses, printing of support materials. The remaining expenses includes ICU's Anti-Doping initiatives and ICU Annual meeting expenses \$90,000, leaving approximately \$84,000 to the bottom line

b. 2017 Budget Proposal

- 2017 Budget Proposal/Revenue – despite the loss of the Millikan Sponsorship - the success of IOC recognition, anticipated continued growth of the World Championships with the addition of the Junior WC, reflects a slightly higher 2017 World Championships income by \$52,000, and a continued slight increase in collection of ICU membership dues and education reimbursement by \$31,000 combined. With the loss of Millikan, overall income is down in 2017, but offset by the reduction in 2017 expenses
- 2017 Budget Proposal/Expenses – with IOC recognition, as well as the 2016 website upgrade already paid, administrative expenses improve by \$82,000, as well as some savings on IOC, SportAccord and associated legal expenses of \$28,000 total. With anticipated IOC development assistance in 2017, as well as more nations receiving local support for development, the ICU will expect more expenses for our Anti-Doping initiative, collectively showing about a \$26,000 improvement between these line items. Based on the reduction of these expenses, much due to

IOC recognition, 2017 shows a positive balance of \$53,100- a positive position for the ICU 2 years in a row

c. Summary & Additional Note

- With the progress of ICU financially, progress of the organization overall, and ICU's 3<sup>rd</sup> application to the IOC- the existing debts reflective of contributions to launch the ICU were forgiven – leaving ICU in the best position it has ever been
- In summary, 2016 was an incredibly successful year financially for the ICU and in many ways, looking to 2017, it is expected that ICU will continue to another incredible year

d. Discussion

- ICU Treasurer John Nichols asks for any questions on the 2016 ICU Financial review and 2017 ICU Budget Proposal
- No questions or further discussion

e. Adoption of the ICU 2017 Proposed Budget

- President Webb thanks Treasurer Nichols for the report and asks for a motion to approve the 2017 ICU Budget Proposal
- Colombia motions to approve the 2017 Budget
- India seconds the motion
- Motion carries, 2017 Budget Approved

### **11. Old Business - ICU President Jeff Webb**

Dance Sport Conflict Update- ICU President Jeff Webb reports on World Dance Sport Federation's (WDSF) unfounded and misleading claim that Cheerleading is a discipline of Ballroom Dancing. Following ICU's recognition by the IOC for Cheerleading, the ICU has been in direct contact with WDSF to remove any reference to Cheerleading on their website, as this is misleading. President Webb and Secretary General Olson have been in contact with the WDSF President, who has had recent health problems and was unable to attend the SportAccord Convention a few weeks ago. While at SportAccord, President Webb and SG Olson had an informal meeting and yet direct conversation with the WDSF CEO in attendance- stating that it is imperative that WDSF remove any reference to Cheerleading, as ICU will clearly protect its rights and our Sport. ICU thanks its membership for those who have been managing this situation in their own countries- updates on this matter will continue to be provided as more information becomes available

### **12. Special Guest- Ron Froehlich, IWGA Honorary Life President**

ICU President Jeff Webb introduces ICU's Special Guest: Ron Froehlich

Ron Froehlich: Expresses appreciation to President Webb, explains the lengthy ICU recognition process to Olympic status, SportAccord, FIG – ICU support, SportAccord recognition, more work, and IOC recognition. Discusses challenges posed by DanceSport and efforts made to remove the challenge. Further details the 23 International Sport Federations seeking IOC recognition, 2 accepted - one is ICU - which submitted a very detailed and comprehensive IOC application document. Charges ICU Membership to understand ICU's elaborate vetting process to IOC recognition, and the importance to act as one voice, in the best interest of the ICU. Further charge to ICU membership: Seek

National Olympic recognition, as ICU will be promoting Cheerleading to the Olympic programmes. The 2021 World Games will be held in Birmingham, Alabama, USA- and with possibilities of admission residing at the Mayor's level, with added television opportunities. Closes expressing the extreme difficulty for any IF to achieve IOC recognition, further challenges exist for the Olympic programme as well, more work to do for the ICU- but congratulates President Webb and SG Olson for the persistence and success, and encourages ICU membership to work in unity for the future.

## **12. New Business - ICU President Jeff Webb**

President Webb discusses that a number of new business items that have been submitted for discussion to and have been resulted from the National Federation breakout discussions -also discussed by the ICU Governing Council. The following new business items are in developmental status, for informational purposes the new business items are as follows:

- a. World Cup Planning- Proposals submitted by World Cup Chairperson Krykun (Ukraine) and well as World Cup discussion points from China. The proposals were discussed during National Federation breakout sessions, and Governing Council meeting. Wonderful ideas and movement forward. The Governing Council recognizes this is a preliminary phase with more details required prior to presenting full idea to the General Assembly. This has been communicated to Chairperson Krykun, with excellent ideas already presented, additional persons to be added to the development committee to move this forward.
- b. ICU Panamerican Championships Cali, Colombia: The ICU has received an excellent proposal by the Colombia National Cheer Federation to host the 1<sup>st</sup> ICU Panamerican Championships in Cali Colombia, which was discussed in the Panamerican National Federations breakouts. This proposal also has the great support of the Colombia and Cali government, it looks very promising and we trust we'll have an announcement about this event within the coming weeks.
- c. World Baton Twirling Federation (WBTF) Discussion: The WBTF has been in communication with the ICU about a possible partnership to assist the development of each other's individual sports. The WBTF President presented their IF and video about their sport to the ICU Governing Council -and the ICU is greatly impressed with the tremendous skills of these athletes. The ICU will continue discussions with WBTF, and will provide information on any further developments.
- d. Special Olympics: Previously mentioned, ICU is honored to have Special Olympics representatives in attendance for our meetings to discuss collaboration of the two organizations. Working together, we trust that this will be an excellent cooperative effort to provide added opportunities in Cheerleading for athletes with and without intellectual disabilities. The ICU is looking to add Special Ability divisions in 2018, and supporting the efforts and programs of the Special Olympics- so we look forward to providing more information on this as well.
- e. Proposal for a Resolution for Athlete Protection and the Good of Cheer: With the recent provisional IOC recognition, for the purposes to assure that Cheerleading continues to grow at the grass roots level, the Council discussed

the following language for the membership to consider for a future resolution that would be in place for Athlete Protection and the Good of Cheerleading: *“RESOLVED, that members and Continental Regions shall strive to ensure that public and private programs are administered and designed for the good of Cheer and the Cheer Community. It is beneficial for athletes, coaches, and officials to provide choices and inspire best practices in the development and administration of Cheer. As such, no member or Continental Region shall either (i) prohibit or limit the participation of athletes, coaches, or officials in domestic, regional, or international events or programs or (ii) restrict Cheer opportunities for athletes, coaches, or officials, except where there is clear evidence that (i) the safety of one or more participants is in jeopardy or (ii) the proposed conduct would be detrimental to the integrity of Cheer or to ICU as the international governing body for Cheer.”*

President Webb asks for any further discussion on ICU New Business. No further discussion.

### **13. ICU Membership - ICU President Jeff Webb**

ICU President Jeff Webb reviews a few ICU membership items, many discussed in the NF breakouts, and at the Governing Council meeting. ICU’s important work continues to be about inclusivity and representation of our Sport. The Governing Council recommends the work on inclusion continues- based on the following membership items discussed, with a later report to be provided to the ICU membership:

Inclusion of outside groups: There exists 2 previous organization issues that have been reviewed in past years, in Russia and Ukraine, and the outside organizations are not currently challenging ICU members there, but simply looking for inclusion. President Webb reminds the General Assembly that the ICU is about our athletes and encourages all members to find way to be inclusive of all groups within their countries. The ICU will follow up more with our existing members for plans of inclusion.

Rivalry Groups: There exists 2 groups challenging our existing members for membership, 1 in Kazakhstan which has been reviewed in previous years - and a new membership application submitted in Italy. Both membership items were discussed by the Governing Council. The GC has asked both parties in Kazakhstan to submit to the ICU a collaboration plan within 6 months, and the ICU Governing Council discussed the new membership application for Italy, and requests more time to research the information in greater details prior to moving forward with this new application.

President Webb asks for any further discussion on ICU Membership. No further discussion.

### **14. Proposals - ICU President Jeff Webb**

ICU President Webb thanks everyone for the discussions on the Proposals during the National Federation breakout meetings, and Governing Council Meeting. Recommended by the Governing Council, a few of enclosed proposals are being presented for a vote- and a few proposals were determined to require more information:

- a. Proposal #1: 2017 Proposed ICU Statute Amendments: A 2/3 positive vote is required to pass the 2017 Proposed ICU Statute Amendments. The proposed amendments, sent to the membership more than 30 days prior to the General Assembly, discussed at the National Federation breakouts and Governing Council - are mostly housekeeping items to update the statute language from its previous draft in 2012  
Action: - Discussion. No discussion  
 - Norway motions to vote on the 2017 Proposed ICU Statute Amendments  
 - Slovenia seconds the motion  
 - Motion carries, ICU General Assembly approves the 2017 Proposed ICU Statute Amendments
- b. Proposal #2: ICU Statute Committee: Based on the advice of ICU's legal counsel and to assure that ICU statutes are current with international sports community standards, ICU Governing Council to create an ICU Statute Committee in order to propose changes to the Governing Council and General Assembly next year  
Action: The Governing Council will create a Statute Committee to review the ICU Statutes to keep with international sports community standards. Proposed changes will be presented to the Governing Council and the General Assembly next year
- c. Proposal #3: Combination of the 2 Asian Councilmembers into 1 Councilmember position: The North Asia Councilmember proposed the combination of the North Asia Continental Region with the Southeast Asia and Oceania Continental Region.  
Action: The Governing Council referred the proposal to the Statutes Committee for consideration
- d. Proposal #4: Length of Competition Routine: Beginning with the 2018 World Championships, there be a new time limit for Performance Cheer and Cheerleading. The Performance Cheer time limit will be 2 minutes and the Cheerleading time limit will be 2 minutes and 30 seconds (2 minutes music and 30 seconds cheer)  
Action: The Governing Council approved the overall concept, but the proposal has been referred to the Technical and Judges Committees for research and guidelines on implementation. The committees will report to the Governing Council and to the ICU membership
- e. 2018 World Championships Addition of ICU Special Abilities Divisions: Previously mentioned, discussions are underway with the Special Olympics for collaboration, currently it is proposed to add Special Abilities divisions for Cheerleading- Level 2/Intermediate, Cheer Pom and Cheer Hip Hop  
Action: Based on positive feedback during the National Federation breakouts, this is approved by the Governing Council encouraging continuing discussions with the Special Olympic organization as well
- f. 2018 ICU Junior World Championships Ages Adjustment: Adjust the Junior World Championships the age from 12-16 years old to 12-17 years old in the year of competition  
Action: Based on feedback during the National Federation breakouts, the Governing Council recommended tabling the proposal until 2018

- g. 2017 Proposed ICU Management Resolution: The General Assembly approves and ratifies the actions taken on behalf of ICU Management, Executive Committee, and Governing Council since the last Annual General Meeting

Action: - Discussion. No discussion

- Sweden motions to vote on the 2017 Proposed ICU Management Resolution
- Mexico seconds the motion
- Motion carries, ICU General Assembly approves the 2017 Proposed ICU Management Resolution

#### **16. Hein Verbruggen Award- ICU President Jeff Webb**

ICU President Webb explains the background of President Hein Verbruggen, his leadership in Sport throughout the world, and the fact that the International Cheer Union would not be where it is today without President Verbruggen's leadership and guidance; further explains the introduction of the award at the 2016 ICU General Assembly and President Verbruggen's knowledge of the award being presented on his behalf.

2017 Hein Verbruggen Recipient: To an individual from a country that was part of the ICU in its earliest days, a country that sent the very first teams to these World Championships; experienced tremendous growth of Cheerleading, based on the tremendous work of event producers, leaders in Cheerleading, coaches and athletes- over the past decade. This individual was not a person from Cheerleading, and met the ICU through his work prior to the 2013 Cali World Games. Within a very short amount of time in his commitment to further help advance Cheerleading, within 1 year, the Colombia Cheerleading Federation was recognized by its nation's Sports Ministry, Coldeportes, in November 2016, and a few weeks ago- was recognized by the Colombia Olympic Committee, the first NOC recognition for the ICU in the Americas.

***Winner of the 2017 Hein Verbruggen Award: William Bieler (Colombia)***

#### **17. Next Meeting & Adjournment - ICU President Jeff Webb**

ICU President Jeff Webb confirms from the 2018 approved World Championships schedule that the 2018 ICU Annual General Meeting date will be 24 April 2018 in Orlando; extends his great appreciation to all National Federations for their commitment to our young people and their hard work to promote our Sport. Introduces a video that reminds all of us, why we are here: (ICU Athlete Video shown). Reminds the General Assembly to always support our athletes moving forward, can make a difference in the lives of millions of athletes around the world, and speak in 1 voice to accomplish this very important goal. Asks for a group photograph, wishes safe travels to all

**2017 ICU Annual General Meeting is adjourned at 3:51 PM / 15:51**

Respectfully submitted,



---

Karl Olson, Secretary General

# APPENDIX A

## SUMMARY OF ATTENDANCE

Meeting of the General Assembly of the International Cheer Union

Tuesday 25 April 2017, Orlando, Florida, USA

The following voting Member Federations were in attendance:

- |                        |                    |                               |
|------------------------|--------------------|-------------------------------|
| 1. Argentina           | 14. Finland        | 27. Russian Federation        |
| 2. Austria             | 15. Germany        | 28. Singapore                 |
| 3. Barbados            | 16. India          | 29. Slovenia                  |
| 4. Belarus             | 17. Italy          | 30. South Africa              |
| 5. Canada              | 18. Japan          | 31. Sweden                    |
| 6. Chile               | 19. Kazakhstan     | 32. Switzerland               |
| 7. Chinese Taipei      | 20. Korea, Rep. of | 33. Thailand                  |
| 8. Colombia            | 21. Malaysia       | 34. Ukraine                   |
| 9. Costa Rica          | 22. Mexico         | 35. United Kingdom            |
| 10. Croatia (by proxy) | 23. Netherlands    | Includes: England, N. Ireland |
| 11. Czech Republic     | 24. New Zealand    | Scotland, Wales (1 vote)      |
| 12. Denmark            | 25. Norway         | 36. USA                       |
| 13. Ecuador            | 26. P.R. China     |                               |

The following voting Member Federations were not in attendance:

- |              |   |
|--------------|---|
| 1. Australia | 2. France, Includes: French Guiana (1 vote) |
|--------------|---|

The following non-voting Member Federations were in attendance:

- |                       |                         |                         |
|-----------------------|-------------------------|-------------------------|
| 1. Brazil             | 6. Hungary              | 11. Philippines         |
| 2. Belgium            | 7. Ireland, Rep. of     | 12. Puerto Rico         |
| 3. Dominican Republic | 8. Indonesia (by proxy) | 13. Trinidad and Tobago |
| 4. Georgia            | 9. Jamaica              | 14. Zimbabwe (by proxy) |
| 5. Guatemala          | 10. Nigeria (by proxy)  |                         |

The following non-voting Member Federations were not in attendance:

- |                           |             |                           |
|---------------------------|-------------|---------------------------|
| 1. Bahamas                | 5. Moldova  | 9. Rwanda                 |
| 2. Bolivia                | 6. Mongolia | 10. Saint Kitts and Nevis |
| 3. Bosnia and Herzegovina | 7. Panama   | 11. Spain                 |
| 4. Greece                 | 8. Peru     |                           |

The following Provisional Federations were in attendance:

- |            |                          |                        |
|------------|--------------------------|------------------------|
| 1. Egypt   | 4. Kyrgyzstan (by proxy) | 7. Poland              |
| 2. Estonia | 5. Latvia                | 8. Serbia              |
| 3. Haiti   | 6. Mali                  | 9. Tanzania (by proxy) |

The following Provisional Federations were not in attendance:

- |                          |                |                  |
|--------------------------|----------------|------------------|
| 1. American Samoa        | 12. Hong Kong  | 23. Romania      |
| 2. Armenia               | 13. Israel     | 24. Saudi Arabia |
| 3. Azerbaijan            | 14. Kenya      | 25. San Marino   |
| 4. British Virgin Island | 15. Laos       | 26. Sri Lanka    |
| 5. Burundi               | 16. Luxembourg | 27. Suriname     |
| 6. Cameroon              | 17. Macau      | 28. Uganda       |



7. El Salvador
8. Ghana
9. Guam
10. Haiti
11. Honduras

18. Macedonia
19. Montenegro
20. Morocco
21. Namibia
22. Pakistan

29. United Arab Emirates
30. Venezuela
31. Vietnam
32. Virgin Islands
33. Zambia