

Meeting of the General Assembly of the International Cheer Union

a Texas non-profit corporation

Tuesday 24 April 2018

Orlando, Florida, USA

- 1. Meeting called to Order at 2:10 PM / 14:10 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
 - 63 full members, 58 members 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
 - Russian Federation motions to approve the minutes
 - Mexico seconds the motion
 - Motion carries, 2017 Minutes Approved
- 5. President's Report- ICU President Jeff Webb**
 - a. Hein Verbruggen moment of silence
 - b. 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 continue to pursue IOC full recognition- critical objective
 - iii. To conduct a large, high profile, high quality World Championship to promote our National Federations and our sports
 - iv. To ensure a sound financial platform for the future
 - c. Review of the Past 12 Months
 - IOC Provisional Recognition: This achievement has contributed to National Federations gaining more assistance, recognition and acknowledgments by their local government and respective sport authorities
 - World Dance Sport Federation (WDSF) is a long-standing, unwarranted impediment to the ICU's progress in the International Sport Community; however, progress is being made. The update is as follows:
 - ICU remains firmly opposed to WDSF's claims that Cheerleading is a discipline of Dance Sport
 - In March 2018, ICU leadership participated in a 2 day meeting held in Lausanne, Switzerland with executives from WDSF with the intent that the discussions will

ultimately result in WDSF relinquishing their false claims of correlation between Dance Sport and the Sport of Cheer

- ICU is confident of positive results from these discussions by the end of 2018
- Education: ICU has to date provided training for over 1,000 coaches and officials, including programmes in 10 new countries. Training is a major focus of the ICU
- Major Events – past 12 months:
 - European Championships in Prague, Czech Republic (June 2017)
 - Asian Championships in Tokyo, Japan (October 2017)
 - Pan-American Championships in Cali, Colombia (November 2017)
 - PyeongChang Winter Olympics (February 2018)- excellent exposure for our Sport
 - Southeast Asia Competition in Bangkok, Thailand (April 2018) last week during the SportAccord Convention
- Major Events Planning Update- Next 12 months
 - FISU World University Championships in Lodz, Poland (October 2018)
 - European Championships in Helsinki, Finland (June/July 2018)
 - African Cup near Cape Town, South Africa (June 2018)
 - Asian Championships in Bali, Indonesia (October 2018)
 - Pan-American Championships in San Jose, Costa Rica (November 2018)
 - Discussion underway for Special Olympics 50th Anniversary event in Chicago, Illinois, USA (July 2018)
 - World & Junior World Championships in the next days, Orlando, USA (April 2018)
- 2018 ICU World & Junior World Championships Report
 - Begins in the next day: 25 April 2018 Orlando, Florida, USA
 - New venue, the Arena, much larger facility - built specifically for Cheerleading
 - Participation from 80 nations, more than 3,000 national team athletes
 - Coverage of the Championships featured on the ICU WCC app and on cheerunion.org
- d. National Federation Recognition Initiative
 - 70 National Federation Members now have National Sports Authority recognition, most recent – Argentina, Hungary & Serbia
 - Nearly 20 National Federation Members with National Olympic Committee recognition
 - 10 more National Federations very close on NOC recognition
- e. Overview of ICU's Special Initiatives
 - Prevention of Sport Betting
 - The ICU is committed to protecting the integrity of our sport
 - Sport integrity and dangers of corruption of sport betting is an important initiative of the world sports community
 - No current indication of existing problems with Cheerleading at the moment; however, it is important to be forever vigilant and proactive
 - ICU has committed to work closely with the IOC and GAISF to implement best practices in education and prevention to ensure our sport is protected as best as possible by this significant danger in sport
 - Safeguarding Athletes from Harassment and Abuse

- Familiar with the challenges facing Gymnastics - a danger for all sports
 - ICU is committed to the Safeguarding initiatives launched by the IOC
 - Meetings have been held with both internal and external parties to seek best practices, programme & protocol development for Cheerleading
 - An ongoing and very important initiative to the ICU. ICU members will be updated on developments
 - Sport and Active Society (Sport for All)
 - IOC's Agenda 2020 encourages all National Federations to increase our Sport participation at all levels, both competitive and non-competitive formats for our athletes
 - It is a focus on engaging society in sport and physical activity for health and quality of life, especially for the world's youth
 - Game cheering is a part of the history of our Sport and teaches excellent values such as leadership, teamwork, and the importance of physical activity, and encourages participation at the grass roots level
 - The ICU has 2 excellent Sport and Active Society examples from our membership, China and Colombia specifically, with the launch of programmes within their respect education departments that have reached hundreds of thousands of students
 - ICU encourages all National Cheer Federations to implement Sport and Active Society programmes to promote higher levels of participation, as well as greater value to a nation's youth- particularly should any National Federation see a decline of our sport's participation in their respective country
 - Partnership with the Special Olympics
 - Over the past year, ICU has collaborated with Special Olympics International (SOI) to increase opportunities for Cheer athletes with intellectual disabilities
 - SOI and ICU have discussed to move forward with a formal partnership to enable ICU's National Federations to official collaborate with SOI's charters in our NFs respective countries
 - This collaborative effort is not only international, but a collaborative effort at the national and local level in all countries
- f. Adoption of Resolution Relating to the Memorandum of Understanding (MoU) between ICU and SOI:
- A formal MoU has been proposed. To finalized the MoU, the ICU Governing Council recommends the adoption of the following ICU SOI MoU resolution:
Resolution: "All ICU Member Federations and Provisional Member Federations shall provide a form of membership to Special Olympic athletes at no cost and shall permit Special Olympics athletes to compete at any designated Special Olympics divisions at competitions administered by ICU, ICU Member Federations and ICU Provisional Member Federations."
 - Action:
 - Discussion. No discussion
 - Motion by Costa Rica
 - Germany seconds the motion

- Motion carries, ICU General Assembly approves ICU SOI MoU resolution
- g. Signing of ICU SOI MoU
 - ICU President Webb introduces Special Olympics Vice President Drew Boshell
 - Special Olympics Vice President Drew Boshell speaks on the mission of the Special Olympics, opportunities of inclusion, the exciting future of expanding this opportunity further to Cheerleading (*introduces local Special Olympic Cheerleaders who come forward to the stage*), the excitement of the organization to partner with the International Cheer Union, and introduces a few words from the Special Olympics Chairman, Timothy Shriver
 - *Video: Special Olympics Chairman Timothy Shriver*
 - ICU President Webb and Special Olympics Vice President Drew Boshell sign ICU SOI MoU (*Photographs and gift exchange follow*)

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

- a. 2018 Junior World Championships (JWC) and World Cheerleading Championships (WCC) Preparations
 - Review of event schedule: Wednesday 25 April – Friday 27 April 2018
 - 2,500 National Team Athletes, nearly 70 Nations
 - 2nd Year of Junior World Championships: 45 Junior National Teams from 27 Nations. Reviews reporting times for the JWC Welcome
 - Wednesday Evening: World Championships Opening Ceremonies in the new Arena. Reviews reporting times for Opening Ceremonies, and activities following the Opening Ceremonies
 - Thursday: 2nd year of ParaCheer World Championships Divisions & new - Special Abilities Divisions Finals. Special Olympics Teams also to perform. Reminder for World Championships Semi-Finals: Top 10 Teams advance to finals
- b. 2018 JWC and WCC Free Live Stream and Event Coverage – to circulate friends of Cheerleading around the world
 - Free Live stream will be posted on ICU website, the ICU App (ICU WCC), promoted on all ICU social media platforms- begins with JWC Welcome
 - ICU is thrilled to have the Olympic Channel attending the event, coverage with interviews, video segments and special features of the championships- including discussions with the National Federations, Coaches and Athletes
 - Olympic Channel to live-stream the finals on Friday, accessible by all ICU platforms previously mentioned or directly on olympicschannel.com
 - Following the Championships: Video of the Championships & team performances will remain on ICU's YouTube Channel
- c. National Federation Recognition Initiative
 - ICU information of our Sport, recognition letters and documents remain available on the ICU website – located 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 promotion: Facebook (nearly 2.5 million likes), Twitter, Instagram, Snap Chat, and coming soon- Wechat and VKontakte

- Reminder on updates: ICU 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

d. **Anti-Doping**

- A major focus of the entire international sports community, and of the ICU
- ICU continues to be a proud signatory of WADA, working closely with WADA for upcoming compliance initiatives
- All National Federations have a copy of the 2015 Rules- also available at all times on the ICU website, new rules to be launched in 2020
- More information to be provided on a new global initiative to assist with the Anti-Doping effort, Independent Testing Authority (ITA), more information will be provided as it become available
- ICU is committed to protect clean athletes, provide education and tools to assist all stakeholders
- Clearidium has been an excellent partner in assisting the ICU with in-competition, out-of-competition testing, results testing- and with the workshop many National Federations attended; and will be assisting at these Championships and other championships globally throughout the year
- Excellent cooperation by all of ICU’s NFs on this very important initiative, special appreciation express to Mike Jacki assisting ICU to lead this effort

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. **Medical Commission**

Mike Jacki, ICU Medical Commission & Chairperson, Anti-Doping Committee

Introduces the primary responsibility of the Medical Commission is the care of the athletes – remaining forever vigilant with a focus on the safety and health of our athletes is of the utmost importance. Two major items to present from the ICU Medical Commission meetings are as follows:

- **Medical Survey Review**
 - Experienced Athletic Trainer, Mr. Tada Hisayoshi (Japan), presented an excellent and interesting 5-year injury study revealing that the most common injuries in our sport includes ankles, followed by knees, and then the lower back
 - The presentation was quite detailed; and it encouraged the Medical Commission on the idea that information like Mr. Hisayoshi’s 5-year survey provided great information to national federations on injury prevention
 - Information for tips and action plans for injury prevention is listed on the ICU website, also available through the Commission- addressing many of the topics discussed: Concussion awareness with an action plans, nutrition, anti-doping of course, psychological health as well, but also overall information on Injury prevention tips and resources
 - Mr. Hisayoshi’s survey is excellent to further define specific injuries not only for Cheerleading, assist us to define more detailed action plans for prevention;

however, it is important to highlight that statistics can vary country by countries- depending on available training, more or less popular components used on the score sheet, the physical composition of a team's athletes in a specific country and so on

- From a Medical Commission standpoint, these surveys can serve a great purposes, not only for the valuable information is reveals- for prevention, but also to entice the medical community in all countries to be involved- specifically for developing interventions, rehabilitation and training programmes to protect the athletes
- Final comment on the Medical Survey: An ICU survey was provided at the entrance to the General Assembly and encourages the National Federations to use this template for their own surveys in their respective countries. ICU National Federation and Coach surveys will be further implemented in the future as well to gather more helpful and detailed information for our Sport
- ICU Anti-Doping Programme
 - The Medical Commission also reviewed the ICU Anti-Doping programme underway
 - As reported by Secretary General Olson, with the assistance of Clearidium but also National Anti-Doping Agencies, and WADA, ICU conducts testing at ICU World Championships and Continental Championships, including in-competition and out-of-competition, funded by the ICU
 - For National Federations, it is well understood that cost is an issue for many, and progress has been seen in this very important initiative- with the December 2016 IOC recognition, and with more NFs receiving recognition in their own countries
 - Education is incredibly important, and the Medical Commission thanks the input of Brad Guye of Clearidium to contribute his expertise to the ICU, and for conducting the Anti-Doping workshop for the National Federations
 - Materials remain available to all NFs, on the ICU website, as well as flyers and the WADA Code booklets handed out at previous ICU Annual General Assemblies
 - Medical Commissions future goals and objectives in this regard, include continuing to provide more information and guidance to our National Federations, to the coaches- the stewards of our Sport, as well as Athletes- who have the most at stake in this battle to protect clean athletes
- Closing: Although the Medical Commission certainly experiences challenges to involve the medical community and medical doctors on the voluntary basis with the MC, the Commission always seeks qualified contributors and asks the National Federations to leverage their relationships with the medical community in their respective countries for the purpose to always seek greater expertise in this important matter

b. **Entourage Commission**

Aljaz Britvic, Chairperson, ICU Entourage Commission

Reviews 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 Entourage Commission report is as follows:

- ICU Athletes' Entourage Code of Conduct: An important document is currently under review by the EC - with the following updates:
 - Following an IOC template, already posted on the ICU website, the Entourage Commission trusts this will be valuable to document to increase awareness- for all stakeholders - with measurable consequences to protect the athletes
 - Education and awareness of this very important topic must be communicated to the Entourage at all levels, all members- who may not realize their significance, good and bad, within their role of Entourage and might not realize their responsibilities as well
 - The draft is compliant with the ICU's Code of Conduct
 - The EC anticipates adoption of the ICU Athletes' Entourage Code of Conduct in early 2019
- Reporting: With the ICU Athletes' Entourage Code of Conduct in place, the Commission discussed platforms and options for the Athletes to report code violations. With technology, there are many options available for implementation, all will be reviewed of course- however, the main point of this initiative is that platform must be accessible and easy for youth and all athletes to report violations with confidence, but secure, confidentially and following the rules of privacy protection. More to follow as the ICU Athletes' Entourage Code of Conduct becomes available
- Responsibility: With IOC recognition of the ICU is a tremendous accomplishment and a significant support mechanism for our ICU member National Federations. With the IOC recognition, the level of responsibility and accountability is even more for all of our National Federation members- so it is important that all aspects of protecting our athletes, awareness of the dangers of the Entourage- are highly evaluated by all of our National Federations, as well. This includes measures of athlete protection, as well as reporting of violations - and the ICU assistance can be provided to assist with this effort
- Language and documentation: For National Federations and all stakeholders, this responsibility includes incorporation of documentation & language within organization official documents. As an example of language to be included in documentation- would be language defining "Sanctionable Acts and Practices", identifying and condemning any form of discrimination, harassment, unsportsmanlike conduct, and any unacceptable behavior against the Code of Conduct
- Closing: The Entourage Commission encourages the ICU National Federations to be alert, incorporate language, documentation, and procedures to support the initiatives of the Entourage Commission, to inform the ICU if violations are occurring- and continue to place our athletes at the highest priority to protect their well being

c. **ICU Ethics Committee**

Mike Jacki, ICU Ethics Committee Chairperson

Defines the role of the ICU Ethics Committee to establish and continuously update a framework of ethical principles, including the Code of Ethics, as well as specific Implementing provisions based on the values and principles enshrined in the Olympic Charter. In short, protecting the integrity of the ICU, our Sport, National Federations, Coaches, all stakeholders- for the benefit of our athletes. The ICU Ethics Committee met and the Ethics Committee report is as follows:

- Guiding documents: As defined within the role of the ICU Ethics Committee, and enhanced by the ICU's recent Olympic recognition, it is encouraged that all National Cheer Federations thoroughly review and become familiar with the ICU Code of Ethics posted on the ICU website, but also other very important documents including the Coaches Code of Conduct, the Athlete Code of Conduct, and soon- the ICU Athletes' Entourage Code of Conduct
- Responsibility and reporting: Specific to ethics, it is responsibility of each ICU National Cheer Federation to thoroughly review and become with all of these documents and formally report any violations so these problems can be addressed
- Illegal Betting: An important initiative of the IOC that requires continuous attention, guidelines are published in our rules and are on the ICU website for everyone to review. As President Webb mentioned, this may not seem to be a present issue in our Sport at the moment, but we must remain forever vigilant
- Addressing Child Abuse and the important matter of Safeguarding. This matter has been thoroughly discussed, it is not new to any sport, and although this has been highlighted recently by unfortunate events underway, our National Federations must be cognizant of this major issue and must become familiar with the tools available and action oriented in prevention. The ICU has listed the IOC Safeguarding Toolkit on the website, please familiarize yourself with this, and this is a matter of which has the upmost attention of the Ethics Committee and the ICU to protect our athletes. More to follow
- Ethics Committee's Goals and Objectives: In conclusion, the importance of having these policies and rules in place for the ICU - is to educate and always improve our understanding of these policies – in order for ICU National Federation members, coaches, judges and administrators to be fair, transparent and always beneficial to our athletes' well being - when dealing with our Sport. Upon occurrence of violations, these must be reported to the Committee. 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 Championships Committee

Mike Jacki, ICU Championships Committee Member

(Remaining at the microphone) Explains that, due to long travel schedules, the ICU Championships Committee members were not all available prior to the General Assembly – however, plan to meet in the next days and will submit a full report to the membership

e. ICU Technical Committee- Cheerleading

Yee Ming "Jaymee" Tan, ICU Technical Committee Member

Committee Member Tan thanks ICU Technical Committee (TC) Director Mike Cooper,

and the TC members for a successful meeting, and reviews the TC Committee Meeting summary as follows:

- Platforms for Judges, Officials and Coaches: Further development was discussed for database and electronic application systems for consenting judges and officials – for increasing efficiency for applicants to apply for the reason of review and selection for the World Championships and other events. The TC sees this platform as an enhanced method to reach more candidates, as well as allow judges and officials easier access to these opportunities, which is also a service to the quality of the events as well. In the same context, the TC discussed a similar system could be created for consenting coaches- so they can have a unique and personal platform to identify educational opportunities as well as coaching opportunities based on their experience
- Expansion of more instructors: The ICU Medallion Coaches Training programme has had great success in reaching thousands of coaches in over 100 countries, of which is excellent. Demand seems to be increasing as our Sport grows around the world- and the TC discussed the need to train more educators, especially and specifically for the Blue (Coaching Techniques), Green (Rule Comprehension) and Black (Coach Credentialing) courses. Nothing replaces direct (hands on) training, and this was identified as a need for our Sport, and as an imitative that will be underway this year
- Webinar Education: Certainly there is nothing as valuable as direct (hands on) training; however, to be ahead of demand for education in all places around the world - the TC discussed the addition of scheduled webinars on educational tips not only for coaches but also for ICU judges and officials as well
- ParaCheer: The TC is thrilled with the continued growth of ParaCheer- soon to be seen at these World Championships. The TC reviewed the existing and a new proposed ParaCheer scoring system that accounts for teams of athletes with varying levels of physical and sensory disabilities. More to be reviewed; however, great progress is underway for the ParaCheer divisions
- Rules/Legality Video Review Assistance: Although courses are offered globally to assist with this effort, coaches commonly have questions on the legality of skills and require a quicker response for clarification – the TC the concept of establishing an ICU platform for video review, with rules expert assigned to review the video submission, for quicker feedback to coaches. We think this is an exciting development, more work to do- but the TC trust this will be an excellent service for our coaches who have questions on an ongoing basis
- Cover Up Rule: The TC very much understands that image of our Sport is very important, especially in light of our Olympic recognition. The TC is agreeing with the proposed rule for minimal standards, especially for National Teams, to cover their bodies (mid section/midriff) in a professional manner to adjust any misconceptions underway with Cheerleading, and the TC thinks this will be an excellent step within this effort

f. ICU Technical Committee- Performance Cheer

Fernando Quevedo, ICU Technical Committee Member

Committee Member Quevedo thanks the ICU Technical Committee (TC) Director Liz

Rifino and the TC for the great work and wonderful contributions to Performance Cheer, and reviews the ICU Technical Committee Meeting summary as follows:

- ParaCheer: The TC reviewed the existing and a new proposed ParaCheer scoring system that accounts for teams of athletes with varying levels of physical and sensory disabilities. More to be reviewed; however, great progress is underway for the ParaCheer divisions
- Special Abilities: The Special Abilities division scoring system and score sheets also reviewed; analysis underway to assure the scoring is as accurate as possible based on varied levels of abilities and to assure choreography reflects inclusion for the unified divisions. Great excitement for the Special Abilities divisions
- Masters Divisions Proposal: This was discussed with positive feedback. The TC sees this as another opportunity for athlete development as a lifestyle sport, to keep athletes involved beyond their traditional peak years in the Sport. The TC welcomes any proposal encouraging growth, development, inclusion and increased participation; however, dependent on the feedback of the National Federation discussions
- High Kick: This Performance Cheer category has a long history in the USA, and everyone of course enjoyed the demonstration of a top high kick teams at previous ICU World Championships, as an example. It is growing at the national championships level in other countries- not just in the USA anymore. The TC reviewed the rules, score sheets and the category itself – and discussed the idea of adding this at the 2019 Championships; another year may be needed, but the interest keeps growing globally for High Kick
- Judges Selection Process: Similar to the Cheerleading TC, discussion ensued on enhancing the judges and officials application and selection process. The focus was on finding ways to expand the reach to new countries, include more applicants to assist official development in more countries, as well as to increase efficiency selection for the World Championships and other events. The TC could like to incorporate the database system that was discussed by the Cheerleading TC as well, and looks forward to testing this advancement over the next year
- Score Sheet Revisions and Updates: Final topic discussed in the Performance Cheer TC was a review of the score sheets. The TC has proposed a few minor skill and movement scoring clarifications to better reflect and award the skill and movement progress underway in many countries. These adjustments are again minor, and will be posted on the ICU website for any feedback from the National Federations prior to incorporating these changes prior to the WC rules publishing on 31 August 2018

g. 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. The feeling of inclusion has been remarkable as always, and trusts this provides tremendous value as well- listening to the voice of the athletes. The report is as follows:

- Medical Commission Data Collection: To start, members of the AC had attended the Medical Commission meeting, and applauds Mr. Tada's study, and completely support the MC's efforts on data collection, medical surveying, and the encouragement for all Federations to engage in the medical data collection- for injury preventing and to proactively protect the athletes
- WADA Global Athlete Forum: The AC is thrilled that WADA will be launching the WADA Global Athlete Forum in Calgary this coming June 2018, a forum designed specifically for the athletes. One athlete per International Federation is invited to attend. Discussions have been underway for the selection of the best Athlete representative to attend, based on schedule and the selection of the best athletes to take great notes to share with the AC, the ICU and all of our athletes
- Masters Divisions Proposal: The AC discussed this proposal and endorses the inclusion of divisions designed specifically for athletes over the age of 30 and beyond. This provides a great opportunity for all athletes, even those who may think their days of competition might be behind them and for those athletes active now, who may feel this way in the future. This proposal provides new lifestyle in sport opportunities. The AC understands that the Federations have been discussing this proposal; and, the AC is in support of this initiative
- Athlete Commission Elections: Last year, the AC proposed a staggered election term starting in 2019, this proposal has been accepted and approved. The new Athlete Commission Elections are coming soon, and will be completed for the start of the 2019 term
- Reporting platform for Athletes: Many discussions have been underway regarding Safeguarding, and one of the important measures of this important initiative, to protect our Athletes, is successful reporting of abuse. The AC continually reviews the platforms and methods for Athletes to best report abuse, as well as any complaints- confidentially and safely - from their perspective; and this is reviewed with the various committees as well. The ICU app and the ICU website are resources as well as a hotline option; however, with new programs being launches for all sports- best practices will be reviewed and incorporated this coming year to assure the most successful format
- ICU Athlete of the Year: Proposes by the AC in 2017, submissions have been provided to the AC for female and male nominees for Athlete of the Year. The AC is thrilled that submission have been provided from around the world and reviewed on the basis of accomplishments in Cheer, but also based on their individuals accomplishments, and contributions back to our Sport and to Society overall. This is the first year of the awards, and results will be announced on Friday immediately prior to the final awards. The AC looks forward to initiative to highlight our Athletes accomplishments, we look forward to Friday and also for further athlete recognition for years to come

10. Treasurer's Report- ICU Treasurer John Nichols

ICU Treasurer Nichols summarizes 2017, a successful year in many ways - continually improving ICU's financial situation. Based on a review of Sponsorship, this income is not budgeted for

2018; however, regardless of new opportunities in this regard for 2018, conservatively- the ICU is in a stronger position every year. The continual increase in World Championship revenue, the increase in dues payment by members, higher level of course reimbursement for ICU's important development programmes underway- noted as "Other" under income, as well as the income from the IOC places the ICU in a positive position. With IOC recognition, the ICU has greater and welcomed responsibility for global development of course, and the development costs and administrative associated costs were indeed higher in 2017 than 2016. However, the ICU still retained a positive balance last year, with significant number of helpful projects initiated as well, with an enhanced outlook in 2018. The 2017 financials and 2018 proposed budget are as follows:

a. 2017 Summary

- 2017 Revenue continues reflects the ICU's most significant financial source - World Championships revenue, followed by the 2017 sponsorship income, ICU's continually improving dues situation, as well as the increase in ICU educational course reimbursement
- 2017 Expenses are slightly higher than years past, primarily for development and related administrative costs- \$225,500 for National Federation assistance and coach/programme development specifically, which is important to the ICU, followed by Administrative Expenses - \$211,300. Although IOC provisional recognition was achieved in 2016, the work still continues: \$293,200 was spent for ICU's ongoing international recognition initiative; includes IOC and SportAccord/GAISF meetings, legal fees, associated travel expenses, printing of support materials. The remaining expenses includes ICU's Anti-Doping initiatives and ICU Annual meeting expenses \$130,200, leaving approximately \$5,000 to the bottom line

b. 2018 Budget Proposal

- 2018 Budget Proposal/Revenue, based on current World Championships registration, anticipated continued growth of the World Championships and Junior WC income is significant- reflecting higher 2018 World Championships income by \$73,000, with a continued slight increase in collection of ICU membership dues and education reimbursement by approximately an increase of another \$13,000 combined. Without a sponsor in place for 2017, income is down overall; however, this is offset by the reduction in 2018 expenses
- 2018 Budget Proposal/Expenses – with one year of IOC provisional recognition completed- we anticipate reduced costs in administrative expenses by \$43,000, as well as some savings on IOC, SportAccord/GAISF and associated legal expenses of \$38,000 total. With the IOC development income in 2018, as well as more nations receiving local support for development, and the streamline of expenses through coordination with Clearidium for our important Anti-Doping initiative, ICU is collectively showing about a \$28,000 improvement between these line items. Based on the reduction of these expenses, much due to IOC recognition, 2018 shows a positive balance of \$31,800- a positive position for the ICU 3 years in a row

c. Summary & Additional Note

- In summary, 2017 was another successful year financially for the ICU and in many ways, looking to 2018, it is expected that ICU will continue to another successful year
- d. Discussion
 - ICU Treasurer John Nichols asks for any questions on the 2017 ICU Financial review and 2018 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 2018 ICU Budget Proposal
 - Motion by Finland
 - Slovenia seconds the motion
 - Motion carries, 2018 Budget Approved

11. Old Business - ICU President Jeff Webb

Ratification of Administrative Actions: ICU President Jeff Webb explains that, prior to moving into the proposals and any new business, it is important to document the General Assembly's approval of the administrative actions of the ICU since the 2017 General Assembly with the following proposed language:

- Ratification
 - "WHEREAS, the management and Governing Council of the ICU have advised the General Assembly of the administrative actions taken on behalf of ICU since the General Assembly's last meeting and the General Assembly has had the opportunity to discuss such actions and raise any questions or concerns; therefore, it is
 - RESOLVED, that the General Assembly hereby approves and ratifies the actions taken on behalf of ICU by management and the Governing Council during such time period."
- Action
 - Discussion: No discussion
 - Motion by Canada
 - Mexico seconds the motion
 - Motion carries, ICU General Assembly approves the Ratification of Administrative Actions

12. 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 for review or no action/status only- because of activities or statute provisions are already in existence.

- a. Proposal #1: 2019 ICU World Championships – Masters Divisions (30 years and older)
The proposal was discussed within the ICU Regional Breakout meetings, and carried through to the ICU Governing Council meeting for discussion. The following action is recommended:

ICU Council Recommended Action:

“Any member may initiate a Masters Divisions within their own country (e.g. National Championships); however, for the 2019 ICU World Championships, the Governing Council recommends either:

1. The Creation of a Masters division only in 2019 for Hip Hop as the first Masters Division at the World Championships; or
2. No action at this time

Action:

- Discussion: President Webb asks if there is any discussion. No discussion. President Webb asks for a motion to vote, as a start, on Option 1
 - Motion by Czech Republic
 - Russian Federation seconds the motion
 - Motion does not carry due to lack of majority vote, ICU President Webb confirms that by default Option 2 is approved by the ICU General Assembly
- b. Proposal #2: To create a committee to discuss relationships between ICU and Continental Associations
Action: Governing Council has formed the committee
- c. Proposal #3: To establish a tentative date and preliminary conditions for another National Federation to bid for the World Championships, changing the host City/Country
Action: The Governing Council determined that no action was needed because a World Championships Committee exists
- d. Proposal #4: To shorten the ICU World Championships routine music portion to 2 minutes (v 2:30 minutes currently used for the music portion)
Action: The Governing Council decided to table the proposal for further study and review

13. ICU Membership - ICU President Jeff Webb

ICU President Jeff Webb reviews the ICU membership items that were 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 following actions on ICU Membership for 2018:

- a. New Provisional Membership Applications: The Governing Council recommends the approval of admitting the following ICU Provisional Member Federation applicants:
- Ivory Coast - Fédération Ivoirienne De Cheerleading et Disciplines Associees (FICA)
 - Gibraltar - Gibraltar Cheerleading Association (GCA)
 - Guernsey - Guernsey Cheerleading Association (GUCA)
 - Anguilla - Anguilla National Cheer Union (ANCU)

Action:

- Discussion. No discussion
- Motion by Costa Rica
- India seconds the motion
- Motion carries, ICU General Assembly approves the admission of Provisional Member Federation applicants from Ivory Coast, Gibraltar, Guernsey and Anguilla

- b. Change of Membership-Latvia: Already discussed in the ICU NF breakouts, the Governing Council recommends the removal of the current Provisional Member Federation representing Latvia (DS Organizacion) and the approval of admitting Latvijas Karsēju sporta Federācija (LKFS) as the full Member Federation representing Latvia

Action:

- Discussion. No discussion
- Motion by United Kingdom
- Mexico seconds the motion
- Motion carries, ICU General Assembly approves of the removal of the current Provisional Member Federation representing Latvia (DS Organizacion) and the approval of admitting Latvijas Karsēju sporta Federācija (LKFS) as the full Member Federation representing Latvia

- c. Full Membership Applications: The Governing Council recommends the approval of admitting the following ICU Full Member Federation applicants:

- Bulgaria: Bulgarian Cheer Union (BCU)- *new member*
- Uzbekistan: Uzbekistan Cheer Union (UCU)- *new member*
- Kyrgyzstan: Kyrgyzstan Federation Cheerleading, Majorettes and Twirling (KFCMT)- *current ICU Provisional member*
- Poland: Zwiasek Sportowy Cheer Sport & Cheerleadingu/Cheer Sport & Cheerleading Sports Association (ZSC)- *current ICU Provisional member*

Action:

- Discussion. No discussion
- Motion by Germany
- Mexico seconds the motion
- Motion carries, ICU General Assembly approves the admission of Full Member Federation applicants from Bulgaria (*new*), Uzbekistan (*new*), Kyrgyzstan (*formerly Provisional*) and Poland (*formerly Provisional*)

- d. Membership - Australia: ICU President Webb reviews the ongoing membership discussions and situation for Australia, also a discussion topic for the NF breakouts. The Governing Council recommends that the General Assembly delegate to the Executive Committee the discretion to take the following actions prior to the 2019 General Assembly Meeting, as needed: (i) admit a Provisional Member Federation or Member Federation to represent Australia, and (ii) remove the existing Member Federation for Australia

Action:

- Discussion. No discussion
- Motion by Sweden
- China seconds the motion
- Motion carries, ICU General Assembly approves to delegate to the Executive Committee the discretion to take the following actions prior to the 2019 General Assembly Meeting, as needed: (i) admit a Provisional Member Federation or Member Federation to represent Australia, and (ii) remove the existing Member Federation for Australia

- e. Membership - Italy: ICU President Webb reviews the ongoing membership discussions and situation for Italy, and expresses appreciation to FISAC Cheer and its leadership for their collaboration and cooperation to find a solution. The Governing Council recommends that the General Assembly approve the removal of the existing Member Federation representing Italy, FISAC Cheer, and approve the admission of a new Member Federation representing Italy, FICEC, as ICU's Full Member for Italy

Action:

- Discussion. No discussion
- Motion by Germany
- Norway seconds the motion
- Motion carries, ICU General Assembly approves the removal of the existing Member Federation representing Italy, FISAC Cheer, and approve the admission of a new Member Federation representing Italy, FICEC, as ICU's Full Member for Italy

ICU President Webb thanks the General Assembly for their interest and support to strength membership within the International Cheer Union

14. Elections of Councilmember- ICU Secretary General Karl Olson

ICU Secretary General Olson congratulates the ICU General Assembly on reaching 116 National Federation members, and continues in explaining the statutory process of Governing Councilmember elections; reviews the six (6) representative positions with terms expiring, and presents the nominees put forward through the statutory process. If without objection, it is communicated that elections will be conducted as a group – for the sake of efficiency

| Position | Name | Country |
|---------------------------------------|--------------------------|----------------|
| Continental Region-North America | Jeff WEBB | USA |
| Continental Region-North Asia | Yu-Chuan "Kevin" CHANG | Chinese Taipei |
| Continental Region-South America | Rodrigo ANGUIA | Chile |
| Continental Region-South Asia/Oceania | Dr. Suebsai BOONVEERABUT | Thailand |
| Continental Region-Western Europe | Riikka TAIVASSALO | Finland |
| Continental Region-At-Large | Aljaz BRITVIC | Slovenia |

Action:

- Discussion: None
- Motion by France
- Second by Costa Rica
- Motion carries, the ICU General Assembly elects the six (6) Governing Council nominees to the ICU Governing Council

ICU President Webb acknowledges the individuals retiring from the Governing Council, Shiny Ya FANG (China), Tone SPARBY (NORWAY) and Damien NG (Singapore) and although still serving within the ICU family, expresses great appreciation for their dedication and service for their time on the ICU Governing Council

15. Elections of Officers- ICU Councilmember Wayne Oberem

ICU Councilmember Oberem explains the statutory process of Officer elections, reviews the five (5) officer positions with terms expiring, and presents the nominees put forward through the statutory process. If without objection, it is communicated that elections will be conducted as a group – for the sake of efficiency

| <u>Position</u> | <u>Name</u> | <u>Country</u> |
|-------------------|----------------------|--------------------|
| President | Jeff WEBB | USA |
| Vice President | Pamela CHANG ESTEVEZ | Ecuador |
| Vice President | Yulia SAUTINA | Russian Federation |
| Secretary General | Karl OLSON | USA |
| Treasurer | John NICHOLS | USA |

Action:

- Discussion: None
- Motion by Costa Rica
- Second by Slovenia
- Motion carries, the ICU General Assembly elects the five (5) ICU Officer nominees for the positions of President, Vice Presidents (2), Secretary General and Treasurer

16. ICU Safeguarding Resolution - ICU President Jeff Webb

The Governing Council recommends the General Assembly's adoption of the following resolution:

- Resolution: "ICU supports the IOC's position on SafeGuarding for the sport of Cheer, including ensuring that all athletes have the right to be treated with respect, protected from non-accidental violence, and that the welfare of athletes is paramount. ICU will work to incorporate the IOC Guidelines on SafeGuarding into its pending Statutes revision."

Action:

- Discussion: None
- Motion by Germany
- Second by Sweden
- Motion carries, the ICU General Assembly adopts the SafeGuarding Resolution

17. 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. President Webb further explains the introduction of the award at the 2016 ICU General Assembly, and that President Verbruggen, who passed in 2017, had full knowledge of this distinguished ICU award being presented on his behalf

- 2018 Hein Verbruggen Recipient: To a husband and wife team, former Cheerleading athletes themselves, who worked against great odds for a decade to establish a National Cheer Federation in their country that fully represented their athletes. After many years of struggle in conducting education, regional and national competitions for their nation's Cheerleaders- while pursuing Sport recognition within their country, their NF membership

grew from 0 to 16,000 athletes, and in 2016 they started to achieve State Sport Authority recognition in their country, one State at a time. In December 2017, it happened. The NF they founded, the Cheerleading und Cheerdance Verband Deutschland e.V. (CCVD), was recognized by the National Sport Authority and National Olympic Committee of Germany, DOSB, leading the way to a bright future for our Sport and the Cheer Athletes of Germany, and in many ways- the world. **Winner of the 2018 Hein Verbruggen Award: Diana & Dr. Jan Becker (Germany)**

Dr. Jan Becker gives a speech on behalf of himself and his wife, Diana Becker, thanking the ICU General Assembly for the prestigious award. Recalls the founding of the Cheerleading und Cheerdance Verband Deutschland e.V. (CCVD), and the work to build the CCVD - all based on a commitment to the athletes. Urges all ICU National Federations to focus on the athletes, as this is the reason why we are here, and the success this will provide. Thanks the ICU and expresses deepest appreciation for the honour for the 2018 Hein Verbruggen Award

18. Next Meeting & Adjournment - ICU President Jeff Webb

ICU President Jeff Webb confirms that the 2019 ICU Annual General Meeting will be 23 April 2019 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. 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

2018 ICU Annual General Meeting is adjourned at 3:54 PM / 15:54 (EST)

Respectfully submitted,



Karl Olson
Secretary General

APPENDIX A

SUMMARY OF ATTENDANCE

Meeting of the General Assembly of the International Cheer Union

Tuesday 24 April 2018, Orlando, Florida, USA

The following voting Member Federations were in attendance:

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

The following voting Member Federations were not in attendance:

- | | | |
|--------------|------------|------------------------|
| 1. Australia | 3. Croatia | 5. Trinidad and Tobago |
| 2. Barbados | 4. Greece | |

The following non-voting Member Federations were in attendance:

- | | | |
|-----------------------|--------------------------|----------------------|
| 1. Bolivia | 6. Ireland, Rep. of | 11. Philippines |
| 2. Dominican Republic | 7. Kazakhstan (by proxy) | 12. Spain |
| 3. Hungary | 8. Malaysia | 13. Zimbabwe (proxy) |
| 4. India | 9. Moldova (by proxy) | |
| 5. Indonesia | 10. Peru | |

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

- | | | |
|---------------------------|--------------|---------------------------|
| 1. Bahamas | 5. Guatemala | 9. Panama |
| 2. Belgium | 6. Jamaica | 10. Rwanda |
| 3. Bosnia and Herzegovina | 7. Mongolia | 11. Saint Kitts and Nevis |
| 4. Georgia | 8. Nigeria | |

The following Provisional Federations were in attendance:

- | | | |
|------------------------|------------------------|-----------|
| 1. Armenia (by proxy) | 4. Estonia | 7. Poland |
| 2. Botswana (by proxy) | 5. Latvia | 8. Serbia |
| 3. Burundi (by proxy) | 6. Pakistan (by proxy) | |

The following Provisional Federations were not in attendance:

- | | | |
|---------------------------|----------------|--------------------------|
| 1. American Samoa | 13. Kenya | 25. Saudi Arabia |
| 2. Azerbaijan | 14. Kyrgyzstan | 26. Sri Lanka |
| 3. British Virgin Islands | 15. Laos | 27. Suriname |
| 4. Cameroon | 16. Luxembourg | 28. Tanzania |
| 5. Egypt | 17. Macau | 29. Uganda |
| 6. El Salvador | 18. Macedonia | 30. United Arab Emirates |

7. Ghana
8. Guam
9. Haiti
10. Honduras
11. Hong Kong
12. Israel

19. Mali
20. Montenegro
21. Morocco
22. Namibia
23. Romania
24. San Marino

31. Venezuela
32. Vietnam
33. Virgin Islands
34. Zambia