

Meeting of the General Assembly of the International Cheer Union

a Texas non-profit corporation

Tuesday 19 April 2022

Orlando, Florida, USA

1. Meeting called to Order at 2:05 PM/14:05 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 Cheer & the International Cheer Union
- Expresses appreciation to be back & the appreciation seeing many again at this AGM after 2.5 challenging years. Thanks all National Federations for their leadership throughout the pandemic for the benefit of our athletes; as well as the Governing Council for their leadership to make crucial decisions during these turbulent times
- Highlights that the AGM is the first AGM held since ICU gained full Olympic recognition in July 2021 (*AGM applause*)
- Introduces the members of the ICU Governing Council individually and extends appreciation for the leadership and many hours of virtual meetings during the pandemic leading to great solutions, such as the virtual On-Line World Championships, the Continental Virtual Championships, and the decision to take a chance at the 1st in-person Championships that will begin in less than 24 hours
- Opens meeting by acknowledging the discussions and progress made within the committees and continental breakout meetings over the past few days; thanks everyone for their contributions, and looks forward to a successful Annual General Meeting and a fantastic Junior World & World Championships beginning in the next day

3. Roll Call - ICU Secretary General Karl Olson

- Explains Membership Dues, Full and Provisional Membership status, highlights challenges of many ICU members during the pandemic and with global challenges underway; anticipates a better return to activity of many ICU members as the pandemic hopefully continues to subside
- 66 full members, 36 of 41 full members in good standing are present - there is a quorum
- Voting process explanation

4. Approval of the minutes of previous meeting - ICU Secretary General Karl Olson

- References the 2019 Minutes posted on-line since 2019, also distributed at continental breakouts for review and asks for any discussion or feedback prior to the approval of the 2019 Minutes
- Discussion: No discussion
- Canada motions to approve the minutes
- South Africa seconds the motion
- Motion carries, 2019 Minutes Approved

Introduces ICU President Jeff Webb for the President's Report

5. **President's Report - ICU President Jeff Webb**

Expresses appreciation to the National Federations for keeping the sport alive, appreciation to see everyone at the AGM and recognizes the important work that has been done by all- including those who cannot attend this year. Highlights the celebration that all will witness in the next 3 days of competition of athletes from around the world. "Finally, we're back!" (AGM applause)

a. Overview of ICU Strategic Objectives

Opens with the ICU Strategic Objectives discussed during the National Federation Continental Breakout Meetings, reviews the overview of ICU's Strategic Objectives highlighting the importance of the commitment to these objectives from all ICU Members, as follows:

- i. Continue to build a strong International Federation
- ii. Participate in the Olympic Games
- iii. Promote the Healthy Growth of our Sport

b. Overview since 2019 – Events (Pre-Pandemic)

Looks back to the ICU AGM in April 2019 and highlights that ICU held many successful events throughout 2019 prior to the pandemic, as follows:

- ICU Junior World and World Championships: Orlando, USA (24-26 April 2019)
Nearly 3,800 athletes and over 70 countries
- European Championships: St. Petersburg, Russia (28-30 June 2019)
Nearly 3,000 athletes from 32 countries
- Pan-American Championships & Copa Americana: San José, Costa Rica (19-21 Oct 2019)
2,200 athletes from 18 countries
- Asian Championships & Asian Pacific Cup: Shenzhen, China (01-03 November 2019)
2,400 athletes from 12 countries

c. Overview since 2019 – Events (During the Pandemic)

Describes the timeline of early 2020, the world shut down with the pandemic. Highlights that ICU, as with all organisations, needed to focus on the health of our athletes & stakeholders; consequently, ICU cancelled the 2020 World Championships and all 2020 events. With the leadership of the ICU Governing Council (GC) and ICU GC frequent meetings with the newer Zoom/Virtual meeting function, ICU attempted to reschedule the event a number of times, and other continental events as well, but the pandemic continued. By the end of 2020, with no relief in sight, the ICU GC was determined to hold something for the athletes. With the great work of the ICU staff and leadership of the ICU GC, ICU found a virtual platform partner based in the USA, CheerMatch™, to help ICU launch a "Virtual On-Line" World Championships during the pandemic. Despite missing the "in person" experience, which is irreplaceable, and missing a number of countries under lockdown and unable to practice, ICU moved forward with the "virtual online option" with satisfactory success:

- 2021 Virtual On-Line World Championships (09-10 October 2021)
35 countries, 4 continents, over 100 performances on 15 divisions
ICU partnered with CheerMatch™, streamed on the Olympic Channel
- 2021 Virtual On-Line Continental Championships (3 broadcasts planned)
ICU partnered with CheerMatch™, streamed on the Olympic Channel

d. Overview since 2019 – Effort to Resume "In-Person" Events (2022)

Describes the planning that was underway in 2021 for 2022, with great skepticism if "in-person" events would again resume in 2022. However, the ICU Governing Council felt that it was important to at least try to hold an "in person" Championships in 2022, despite the great risk

and without knowing what 2022 would hold. Despite all of the challenges, ICU decided to move forward. With the grit, determination and fighting spirit of our Federations, coaches & athletes and despite missing the many countries & athletes who were unable to attend this year...ICU pleased that after a 3 year hiatus... “We are back!”

- 2022 ICU Junior World & World Championships: Orlando, USA (20-22 April 2022)
51 Countries, 2,500 athletes, a testament to the athletes & coaches in their dedication to return to an event that features the athletes! (2019 WC highlight video shown. AGM Applause)

e. Overview since 2019 – Educational Programmes

Highlights that Education has always been at the forefront of the ICU. Most everyone in the General Assembly were former coaches and athletes, and Education is weaved into ICU’s core. It’s what ICU does, and it’s one of the main reasons for ICU’s rapid growth and success globally. Summary is as follows:

- Prior to the pandemic: ICU conducted training for thousands of coaches, judges, officials, and athletes in over 100 countries – mostly in an “in-person” format through the ICU Medallion Programme, with some on-line support for this programme as well, and with great success
- During the pandemic: All travel and “in person” events immediately stopped, and the ICU needed to quickly find an online solution. The IOC also demanded that the ICU remain active to support our Sport worldwide. Therefore, the ICU established a full on-line training platform to provide virtual educational access to coaches and judges, and throughout the course of the pandemic. The ICU staff built out an on-line education system of the Medallion Programme to again reach thousands of coaches globally, and to satisfy the IOC in the ICU development/education programming, but also to keep our sport moving globally
- Coming out of the pandemic: As with all things conducted “virtually”, the on-line education platform is certainly not perfect, as ICU finds “in-person” training always the best. However, for the world, on-line education programmes are here to stay and certainly provide value to be able to reach many people quickly and with excellent quality. Looking forward, ICU sees the education programmes as more of a hybrid offering, on-line education always being available with the plan to tie this as a partnership with the Federations to provide mutual benefit and quality for all, but also to resume the “in-person” education as soon as we’re able. More to follow, however, we thank everyone involved who help moved us through this dark time, not only for Cheer but all sports

e. Overview since 2019 – National Federation Recognition Initiative

During the pandemic, success on the National Federation Recognition Initiative continue which is a critical component within the ICU Strategic Initiatives. Currently over 80 National Federations have National Sport Authority Recognition and over 30 National Federations have National Olympic Committee Recognition. In this order from the start of the pandemic until now, the following ICU National Federations gained National Olympic Committee Recognition:

- GEORGIA
- HONG KONG, CHINA
- CANADA (was Provisional but now has full National Olympic Committee recognition)
- BOTSWANA
- ESTONIA
- RUSSIAN FEDERATION
- SWITZLERLAND

f. Overview since 2019 – IOC Update

The Biggest News: At the 138th IOC Session in Tokyo, Japan on 20 July 2021, the IOC voted in favor of granting full IOC recognition to the International Cheer Union. What does this mean?

- First of all, we are now part of the Olympic Family – a validation of the years of great work of the ICU National Federations, our athletes, coaches, and the inherent qualities of our Sport that have led to this incredible milestone
- Perhaps not right away, but more and more in time, greater support in funding, access to facilities, enhanced local coaches' education to help us further grow our sport at the grass roots level
- Better access of the ICU to Multi-Sport events and Olympic events, placing the ICU and our Sport in a stronger position globally to provide enhanced opportunities to our athletes
- Eligibility for LA28: Although never easy as ALL sports want to join the LA Olympic Programme, with the IOC Full Recognition, ICU is now eligible. Discussions are underway with the IOC Sports Department and the LA28 Organizing Committee. The eligibility criteria for all sports have been announced by the IOC, as shared at the Regional Breakout meetings. Cheer is in a great position with most of the criteria: young & attractive to the youth of the world, vibrant, Cheer has strong participation globally & exists all continents around the world, strong female participation/gender balanced, sustainability – as we use existing venues, great for television/media & spectators, etc. However, as mentioned, our challenge is in team size, and ICU is discussing solutions for this with the LA28 decision makers, more to follow
- LA28 Visit: Although the LA28 LOC cannot meet with the ICU in fairness to all sports applying for the 28 Games and therefore, LA28 is not able to attend these Championships; ICU visited LA's Sofi Stadium and specifically the YouTube Theater (photos shown) as a possible location for a competition venue, should Cheer make the short list for further presentations for LA28. Its state of the art, an incredible venue and is attached to the brand-new Sofi Stadium that will host a number of events for LA28, hosted the Super Bowl in 2022, it's also the location of the offices of the LA28 LOC. Incredible venue, and ICU is in discussion to host other events there, aside from ICU's LA28 aspirations

g. Looking Forward – Events in 2022

Currently, ICU is planning the following events, in 2022:

- Special Olympics USA Games
Orlando, USA, 6-7 June 2022
- European Championships
Athens, Greece, 01-03 July 2022
- Asian Invitational & Youth Championships
Bangkok, Thailand, 01-04 September 2022
- Pan-American Championships & Copa Americana
Santiago, Chile, 29 September – 02 October 2022
- African Cup
Polokwane, South Africa, 08-09 October 2022
- FISU University World Cup
Heraklion, Crete, Greece 04-06 November 2022

e. Membership Report: 116 National Cheer Federations (Full & Provisional Members)

- As discussed in the ICU Breakout meetings, 2 National Federations have been restructured with same leadership for Olympic compliance, to discuss for a vote: Bosnia and Herzegovina, and the Federal Republic of Nigeria
- One new applicant requesting a change from Provisional to Full Member Status: Hong Kong, China
- One new applicant under discussion and for a vote at the General Assembly: Slovakia

f. Important Initiatives of the ICU

Sports Integrity

- The ICU is committed to protecting the integrity of our sport – positioning itself to be ahead of the dangers of Sport betting
- 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

- 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, programmes & protocol development for Cheerleading
- As a step, image guidelines have been established by the ICU, with discussions on image and all aspects of Safeguarding, policies, and procedures, included in all committee meetings
- ICU has already taken a leadership role in addressing this important issue with icons and leaders in the commercial side of the Sport, for further policy development and will remain forever vigilant on this critical topic for all Sports
- A very important ongoing project, ICU members will be updated on developments

ICU's Anti-Doping Programme

- ICU continues to be a signatory in very good standing with WADA, and is committed to protect clean athletes in our Sport
- The 2021 ICU Anti-Doping Rules & Guidelines had been drafted & approved by WADA during the pandemic, has been distributed and has been posted on the ICU website since January 2021, and is currently enforce
- ICU is working with the International Testing Authority (ITA) for closer collaboration to assist the ICU on our Anti-Doping Programme. ITA is comprised of a team of experts who have been assembled to function in the capacity to assist IFs on this important initiative. We anticipate having a formal agreement with ITA to assist on a number of our processes of the ICU Anti-Doping program
- Education is always the 1st front and most productive step in Doping prevention and in protecting clean athletes. ICU had a workshop this week, and additionally through WADA & ITA, there are indeed numerous Anti-Doping education initiatives underway and available for athletes, coaches & officials- of which we encourage. Information is available on the ICU website and through WADA and ITA as well
- This is a challenge for all sports, important to the integrity of sport for everyone, and the ICU is committed to this important initiative

h. Summary

President Webb concludes in summary that it has indeed been a very challenging 2 & ½ years for the ICU, our Sport, and the whole world. However, the resilience of the coaches, athletes, and those at the AGM, and those who could not attend, our ICU National Federations is self-evident as our sport emerges from these dark days only to be stronger than ever – fighting for the passion of our sport. President Webb extends his appreciation to the ICU National Federations for all that they do for our Sport, and for the youth in their countries and the world and is thrilled to see the World Championships teams “in-person” and to see the excitement on their faces as we celebrate our Sport “in -person” once again after many years. As ICU emerges from the pandemic, optimistic about our International Federation and our Sport, and truly believes that the best days lie ahead

Introduces ICU Secretary General Olson for the Secretary General’s Report

7. Secretary General’s Report - ICU Secretary General Karl Olson

Thanks President Webb and acknowledges the feeling of excitement in the room to be back together again and for the “in-person” Championships Week to begin. The report is as follows:

a. 2022 Junior World Championships (JWC) & World Cheerleading Championships (WC) update:

- Starting tomorrow, ICU is back with the “in-person” JWC & WC
- From a numbers standpoint and with the many challenges facing us in 2022, we’re thrilled to welcome 2,500 National Team Athletes from 51 nations and 52 Judges from over 30 countries. ICU misses the countries and athletes unable to attend this year, but is thrilled to be back with a good number of athletes and countries for our first event back since the pandemic
- Junior World Championships (JWC) specifically: 27 nations. JWC Schedule for Youth & Junior Teams is reviewed. Highlights the 2022 Opening Ceremony change to combine JWC & WC athletes to ALL be part of the Opening Ceremonies Wednesday night, everyone together – a great celebration. Therefore, the JWC will begin with Youth & Junior Performance Cheer Divisions at 9:30 AM on Wednesday, without any JWC specific opening ceremonies – as discussed in the breakout meetings
- World Championships (WC) specifically: 51 nations. Wednesday schedule is reviewed, including reporting times for the Opening & Closing Ceremonies rehearsal, and reporting times for the Parade of Nations/Opening Ceremonies start time. Evening finishes with the ICU Athlete Cultural Exchange and VIP Reception
- Thursday Schedule: Senior Division Semi-Finals in 2 venues. Performance Cheer (Field House), Cheerleading (Arena). Thursday includes finals in the same venues for Adaptive Abilities & Special Abilities Divisions with awards in the Arena
- Friday Schedule: Top 10 advance to Friday’s finals- all in 1 venue on Friday, the Arena. Begins at 9 AM on Friday
- 2022 JWC and WCC will include Free Live Stream and Event Coverage as years past– encourages Federations to circulate this information to friends of Cheer around the world
- Free Live stream will be posted on ICU website and promoted on all ICU social media platforms- begins with JWC Divisions on Wednesday at 9:30 AM (Fieldhouse); Thursday 9:30 AM (Fieldhouse), 11 AM (Arena), Friday at 9:00 AM (Arena). Reminder that times are -5 GMT or same time zone as New York City as a reference
- ICU is thrilled to have the Olympic Channel covering the event. Olympic Channel to live-stream the finals on Friday, accessible by all ICU platforms previously mentioned or directly

on olympicschannel.com. Expresses appreciation to the Olympic Channel's excellent coverage

- Following the Championships: Video of the Championships & team performances will remain on ICU's YouTube Channel

b. 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 and on many social media platforms
- ICU Social Media Platforms remain as excellent tools for National Federation promotion: ICU on Facebook (nearly 3.4 million likes), Twitter, Instagram, and new, Tik Tok (shows the ICU handles on the presentation slide), jokes about a Federation Tik Tok competition
- For any ICU National Federation requiring additional assistance with their NOCs and NSA, ICU remains available as always to assist

c. Multi-Sport Games Initiative

- Reports that ICU continues to apply to all Multi-Sport Games; however, adds to that the number of NOC recognitions in any particular area of the world remains an important criterion to admission to a Multi-Sport Games. Stresses ICU's need of assistance from all members in this regard. IOC full recognition is a tremendous asset to this initiative
- In addition to ICU's efforts for LA28, ICU is also seeking nearly all Multi-Sport Games for admission, including but not limited (visual shown) to the Youth Olympic Games, World Games, Paralympic Games, all Continental/Regional Games, Masters World Games, FISU Universiade, SO World Games, and TAFISA World Games & CSIT World Games – where ICU is already a partner despite some disruptions due to COVID. More to follow, as the Multi-Sport Games initiative is an opportunity to further highlight our Sport and provide wonderful experiences to our athletes & coaches

d. FISU/ICU University World Cup 2022 (NEW: Individual University Teams)

- Since 2014, ICU has been a proud partner of FISU and had a wonderful event at the 2018 World University Championships (WUC) in Poland. A wonderful success, great job by the LOC and provides long-term benefits to the ICU, our members, athletes, coaches, stakeholders and Sport overall
- Unfortunately, the FISU World University Championships 2020 to be held in Wonju City, Republic of Korea-was cancelled due to COVID. Expresses appreciation to ICU's National Federation for Korea, Korea Cheerleading Association (KCA), who was the 2020 FISU LOC and for their great efforts to host this event. Promises that another great event will return to Korea soon, as KCA are excellent hosts, PyeongChang being great example
- For 2022, reviews the FISU World Cup format for individual teams. Location and date: 04-06 November 2022 in Heraklion, Crete, Greece
- 2022 Divisions and athlete qualification criteria are reviewed. More information on the FISU UWC Cheerleading Facebook page, and also on FISU.net
- Looking to 2020, it is encouraged that all ICU National Federations begin speaking to their respective FISU National University Sport Federations (NUSFs) - to make this relationship in preparation for Heraklion 2022
- In closing, although the FISU UWC is a single sport event; it is re-emphasized that the wonderful success at the 2018 FISU WUC for Cheer was very helpful in ICU's work for ICU's

recognition initiative, and expresses appreciation to the AGM in advance for the return for a very successful FISU UWC in 2022

Concludes report, asks for any questions (*no questions*)

8. Reports of Standing Committees - ICU Secretary Karl Olson

Introduces the Reports of the ICU Standing Committees and expresses appreciation for the great work and progress of everyone involved. Invites ICU VP and Governing Council Athlete Representative, Pamela Chang Estevez, for the Athlete Commission report

a. ICU Athlete Commission

Pamela Chang Estevez, ICU Vice President/Governing Council Athlete Representative

Expresses appreciation to the ICU Governing Council, Federation officers; reports that over the past few days, and the inclusion in committee meetings to promote the voice and interests of our athletes. Many important items were discussed by within the AC meeting, and a summary of the AC meeting is as follows:

- Athlete Engagement: Especially in light of returning from the pandemic, the AC discussed the necessity for everyone to not take for granted the possibility of athletes not fully understanding what the ICU encompasses, including the many important initiatives ICU has underway and available with the backing of the many International Sport Authorities (IOC, The Olympic Movement, WADA, etc.). Many athletes have awareness only of the ICU's efforts to place Cheer into the Olympics; however, it is important to communicate to the athletes the availability of many opportunities in the ICU: education, coaches training & judges training – if this is an athlete's interest, as well "after sport" support programmes also promoted through the IOC. ICU's reason to exist is for the athletes, and we all must be there for the athletes as well, but to do this - we must engage the athletes
- Information Distribution System: With the importance of athlete engagement, especially following the pandemic, the AC discussed methods to reach the athletes and re-connect the athletes with our sport, and the decision organs of the ICU. The AC agreed that the main point of information distribution are the coaches, and this should be an ongoing focus to continually reach the athletes
- Ideas Moving Forward. The AC discussed 3 ideas:
 - A launch of a series of AC social media posts establishing & explaining the purpose, goals & opportunities via the inner workings of the ICU and the Olympic Movement. Athletes are very in-tune with social media of course and this is an excellent opportunity to reach the athletes directly
 - Create an ICU informational video for the athletes, explaining the many functions of the ICU that are available to support athletes, aside from the work for the Olympics, and show this video during their warm-up sessions at the World Championships and also to make it available in various platforms
 - An idea of an "open mic", and open forum of 2 athletes per country to attend and opening discuss athlete ideas to help better serve their needs. The AC was very much in favor of setting this at future events
- Other Topics: Other topics were discussed that have been presented by the other committees and commissions, Entourage, Ethics, Medial, Technical and Championships, and feedback from the AC. As will be presented in this AGM, the AC appreciates the work of the ICU committees & commissions for the benefit of the athletes

- Summary: This concludes the report of the AC meeting and to summarize, engagement of our athletes is critically important to continually improve the ICU, but also because in 10 years to 20 years or even sooner than this, the ICU & ICU Governing Council will be comprised of the athletes of today. Enclosed are ideas to engage our athletes now, especially after a challenging pandemic, to benefit the athletes but also the ICU for now and the future

Secretary General (SG) Olson expresses appreciation to ICU VP & Athlete Representative Pamela Chang Estevez for the report. SG Olson asks the floor for any questions on the AC report (*no questions*). SG Olson introduces ICU Medical Commission member & Anti-Doping Chair Mike Jacki for the Medical Commission report

b. Medical Commission

Michael Jacki, ICU Medical Commission & Anti-Doping Committee Chair

Begins the report by expressing gratitude to see everyone at the AGM and from the past few days of meetings and commends the National Federations for their great work during the pandemic. Expresses appreciation to see so many teams back after a very difficult number of years for the sport. An important point to stress at the start of every Commission & Committee meeting, is to highlight the goal of any committee meeting. The primary focus of the MC is on the care of the athletes – remaining forever vigilant with a focus on the safety and health of our athletes is of the utmost importance. Providing our athletes the most valuable athlete experience in our Sport, its why we're all here, including the most important initiative of all - protecting our athletes by establishing measures of prevention from physical and mental harm which unfortunately can arise in all sports. As Vice President Chang had mentioned in the AC report, after a few difficult years, the MC is also committed to encourage more engagement by everyone on this topic and to be more active with this goal in mind. Many important topics were discussed by the MC; however, a summary of the MC meeting is as follows:

- National Federation Survey & Questionnaire/Data Collection and Analysis: Following these 2+ challenging years, this is an important project to re-start, as it initiated prior to the pandemic and continues to be critically important as data collection and analysis further assists our ongoing efforts to identify the types of injuries related to Cheer specifically and therefore injury prevention - that can vary from sport to sport. Much information was gathered prior to the pandemic, but it's important to re-start this process to have the most current information and statistics. Informational sharing is also helpful. This survey will be a simple online questionnaire 2-page document, "yes" and "no" questions or boxes to check to provide important information from coaches, National Federation officers and/or medical staff that might be with a federation. It's easy to assume we have all of the answers from past years of data collection, but it's always best to always survey and gather current information to best protect our athletes. Questions would include, but would not be limited to the following for example:
 - Most common injuries? Wrist, ankle, back, knees, etc.
 - When do the most injuries happen in training? How to we prevent these injuries?
 - Any trends that can affect our athletes?
 - Current data on Concussions concerns in the sport, concussion prevention? etc.
 - Are specific skills more susceptible to certain injuries than others? What are those and what can be implemented for safety?

- What are best practices used for prevention? Including fitness and training techniques for prevention
- With this information, we can go to medical experts and collaborate with those already involved in many countries, and come back with recommendations, to project and strengthen target points – and share this information with the ICU National Federations for the benefit of our athletes

As Cheer returns to activity, this is a great re-start to make this top of mind for the National Federations, our coaches, athletes, and the entire global cheer community; therefore, this will be an important initiative and we appreciate the National Federations' assistance on this as well

- Anti-Doping/Protection of Clean Athletes: New in 2021, and required of all sports, WADA approved ICU's New Anti-Doping Rules & Regulations document. With WADA studies and WADA committees reviewing previous processes, the new document includes a few changes from the previous 2015 WADA approved ICU Anti-Doping Rules & Regulations. As discussed in the breakout meeting yesterday, the new rules are quite comprehensive, with adjustments made to improve Anti-Doping programmes for all sport. It is important for all stakeholders and athletes to review the new ICU WADA rules now of course, as the world begins to resume activities after the pandemic
- ICU Anti-Doping History. Prior to moving into new mandates and protocols, it is important to highlight that ICU's history in Anti-Doping, as ICU has been engaged and committed to protecting clean athletes since ICU's 1st World Championships and has been a signatory of the World Anti-Doping Agency (WADA) since 2009. Protecting Clean athletes has been a signature of the ICU organisation. Not only has the ICU "in-competition" tested at every ICU World and Junior World Championships, but also at the European Championships since 2012, the Asia Championships & Pan-American Championships. Every year, at the ICU's expense, we have "in-competition" tested on average at 4 to 5 major global events annually with a robust "out-of-competition" testing programme, including but not limited to reporting & test results management. As many National Federations here know, we have had a number of positive cases over the years, and these have been managed in compliance with the ICU WADA approved Anti-Doping Rules and Regulations. Each December, an ICU end-of-the-year detailed activity report is submitted to WADA and for their approval and with a request for WADA feedback to continually improve our Anti-Doping programme. It's important to acknowledge that ICU's commitment to protecting clean athletes has been robust for more than a decade, and proof of this is the IOC full recognition of the ICU
- Current WADA Anti-Doping Agency Rules, Regulations & Implementation: Starting in January 2021, the new ICU Anti-Doping Rules and Regulations document has come into effect and as the world returns to sport, it is important that stakeholders become familiar with the protocols and mandates that were discussed in the breakout session yesterday. A few items to highlight:
 - 2021 Changes: Although there are changes for items including but not limited to stronger definitions to determine an International-Level athlete and Register Testing Pools (RTPs), with stricter rules of Whereabout requirements, more aggressive out-of-competition testing, investigations and so on; what is most important is promotion of awareness and education to Athletes, Coaches, Entourages and National Federations/designated federation officials – to avoid inadvertent use of Prohibited

Substances for example and to have a path in place to set our athletes up for success in clean sport. Education is key

- Prohibited Substances and Prohibited Methods: As it has been every year, Prohibited Substances and Prohibited Methods will update annually, and it is always important for athletes, coaches, you- the federations to aware of this and to reference the ICU and WADA websites for updates. Additionally, be aware that these substances can be found in energy drinks and supplements, so it is important for everyone to be mindful of this, even if a label does not indicate the name of a Prohibited Substance as an example
- Also new in 2021: New in the ICU Anti-Doping Rules and this is due to the WADA recognising the need for flexibility with ongoing changes of technology and methods is that collected samples can be stored for 10 years. As rules change & technologies change, a testing authority will be able to go back and retest samples – for more comprehensive and robust anti-doping programme. An important development
- TUEs: Moving forward and important to press this upon your athletes, coaches & entourages is the submission of TUEs (“Therapeutic Use Exemptions”). Over 40 TUEs were submitted for these World Championships, an impressive number, and this illustrates the commitment our athletes have to this programme. However, the ICU requests submissions a minimum 2 weeks in advance, although 3-5 weeks in advance is preferred
- ITA: Final item includes that the ICU is in discussion with the International Testing Agency (ITA) to assist the ICU with the growing complexities of our Anti-Doping programme. ITA is based in Switzerland, is comprised in anti-doping experts to assist International Federations like ours. We’re in discussions with ITA, and we’ll have more updates on support programmes to assist you on this as well
- Questions & Discussion: Asks for any questions on ICU’s Anti-Doping Programme Report and also for the ICU Medical Commission (*no questions*)

Expresses appreciation to the AGM, comments on the memory of meeting with President Webb to establish the ICU over 20 years ago and is thrilled by the ongoing progress of the organisation. Concludes the presentation

b. Entourage Commission

Aljaz Britvic, Chairperson, ICU Entourage Commission

Highlights a very productive ICU Entourage Commission (EC) meeting as this is a very important topic in all sports also to protect our athletes. Many Entourage items are already in place prior to the pandemic, and much of the EC work currently underway is based on having legal-type documents in place such as policies, procedures, systems to guide the Entourage activities in the correct manner. As discussed by the EC and very important as well; it is essential to have these documents & information accessible to all of the sport; in order for athletes, coaches, federations, and stakeholders to understand the boundaries within an Entourage. In summary of the EC meeting yesterday, the Entourage Commission report on is as follows:

- ICU Guidelines and Code of Conduct: With many current policies and procedures in place set prior to the pandemic, much of the EC meeting was a great opportunity to review once again the ICU Entourage Guidelines and Documents including such as guidelines on athlete safety, abuse prevention, and the ICU Athlete Code of Conduct and we expect finalization of the Code in the coming year. Work is in progress to update these documents at this point in

time, and when updated, the EC will plan to circulate these documents to the National Federations for review, then clubs, etc. It is important to highlight that these documents are always under review to be updated current with the times and feedback to the EC is always appreciated

- Education Programme: Second item discussed by the EC was spreading awareness of these ICU Entourage policies and guidelines, to be our sport knows these are in place, in order to be effective in protecting our athletes. Education is critical in this regard; it must be comprehensive or more classical style education and must reach many people and key stakeholders - beyond the coaches. The overriding question that must reach everyone is what behavior of the Entourage is not tolerated by the ICU. This needs to be understood not only by coaches, but also parents, medical staff, federation officials, etc. Similar to the idea of the Athlete Commission, the EC discussed the idea of a short video explaining this and playing this at competition venues and on various platforms, like social media etc. This will help get the word” out on the Entourage policies in place
- Reporting System: For the third item discussed by the EC, also prior to the pandemic, an important step for an effective Entourage programme to have a simple but effective reporting system for the athletes. Overall, we’re working on a reporting system that must be easy and simple for the athletes to use, and it needs to be a system that is structured, so the athletes, and anyone knowledgeable of problems, have confidence to make a connection to report a potential problem. If problems are unknown, it’s not possible to act and the EC is exploring options to have easy to use reporting systems that are easy to understand. This is a major project, but essential for the Entourage programme and with activities returning now from the pandemic, the EC will have more updates as this develops
- Summary: More work to be completed; however, the Entourage Commission is proud of the work underway to continue to place our athletes at the highest priority to protect their well-being. Chairperson Britvic asks the AGM for questions on the EC report (*no questions*)

c. ICU Ethics Committee

Michael Jacki, ICU Ethics Committee Chairperson

Expresses appreciation for the great work of the ICU Ethics Committee on its very important work, highlights that the work of many committees cross-over to other committees which is good as important topics are thoroughly reviewed by the ICU organisation. The summary of the Ethics Committee meeting is as follows:

- Judges/Officiating/Results Ethics Documents: The IOC has justifiable concerns over sports that are “judged”/officiated subjectively. Sports like Cheer, Figure Skating, Gymnastics, Dance Sport are “judged” sports. Sports like Basketball, if the ball goes in a basket, it’s a point and the team with the most points wins. Sports like Track & Field (Athletics) and swimming are judged by a stopwatch as an example – who is faster? This is easier to judge and to determine the winner versus an aesthetic (subjective) sport, no question. For many aesthetic/subjective sports, there has been controversy at some very high profile events, including Olympic Games. Credit to the ICU, from the many years of the ICU competitions, there is a great deal of respect for the integrity, fair play, and universality of the results of ICU competitions, and therefore the quality of the judging. This is important based on the transparency of the officiating process, education of the judges and equally as important - the ethical standards & documents put in place for the judges of ICU events. From an ethics standpoint, ICU judges are held to a very high standard, and the Ethics Committee

commends the Technical Committees work on this, and the processes that are in place to assure the highest quality and transparency of the officiating processes. This is a tribute to the Sport of Cheer and the ICU. Also reviewed by the Ethics Committee, the officiating documents, from an ethics standpoint, are as follows:

- Safeguarding Policies for the Event Officials: This includes guidelines and background check requirements for the officials coming to the event, setting a standard for ICU judges and officials
- No Conflict-of-Interest Document: On the basis of transparency, integrity of results, and Fair Play; this document establishes firm boundaries and therefore awareness for the officials to avoid conflicts in judging and assure the most objective judging at championships. It is common that the best judges from the countries that have the best teams, but this does not indicate that a judge is good or bad if judging teams from the same country which is normal and to be expected. However, this document outlines what is acceptable and unacceptable for a judge with the judge's agreement in order to judge a championship. Simply stated, this document allows the best judges to be in place for the right results based on a team's performance. Bravo again to the ICU for having this excellent policy and document in place
- Media Policy: Additionally, and especially in the age of social media, ICU has an additional judge's document agreement also detailing a judges obligations regarding communication to the outside world of their selection as a judge, of which, a certain level of anonymity is important even for the outside perception of our judges, and certainly this confirms the requirements of professionalism of the judges, as a judges outside opinion or a team or fellow judges, regardless of results, certainly would have a negative affect on the integrity of the ICU judges process & our Sport overall - and is incredibly important to establish what is acceptable and what is not; therefore, this is a critical document from an ethics standpoint
- COVID Awareness Document: This is included in documents requiring signatures by the judges/officials selected to judge these championships; and although not an ethics document, its inclusion in this process highlights ICU's commitment to safety and expectations of the officials selected for the World Championships.
- ICU Anti-Doping Rules Document: Previously presented; however, this is also important in ethics of competition results. In coordination with WADA, ITA, and everyone in our sport – our doping rules and processes protects clean athletes and assures a fair field of play. As everyone here knows, this isn't just aesthetic sports, but scandals on doping have plagued sport and sport at the Olympic level, so we must all be forever vigilant in this fight
- Summary of Judge/Officiating/Results Documents: Integrity of Sport is critical to the health of the Sport of Cheer and all sports – and our officiating policies and processes, and documents as mentioned, are critical for the sake of our athletes. As a person very familiar with sport at the highest level for many years, this AGM should be very proud of ICU's judging history & should be proud of the ICU Judges that will take the floor in tomorrow's opening ceremonies. Asks for the AGM's recognition of ICU World Championships Judges and their work (*AGM applauds the ICU World Championships Judges*)
- Statutes & Rules of Governance & Operation: At the very heart of ICU as an International Sports Federation, and from an ethics standpoint as well, is the ICU Statutes & Rules of

Governance & Operations. It's very approval by not only the IOC but also SportAccord/GAISEF, is a testament to the integrity of this document that guides the ICU as an organisation. Many of the topics we address in many ICU meetings are already included in the ICU statutes. I encourage everyone to review and become familiar with the ICU statutes, as this document is our guiding document, and it must be consistent & current as well as the ICU grows and develops

- Safeguarding Athletes: Abuse of all kinds are at the highest levels for all sports globally, and we all must be forever vigilant on safeguarding our athletes, and protecting our athletes is the most important matter of our federation. We have millions of young athletes around the world. An athlete naturally wants the approval of their coaches and their team, and this creates vulnerability. It's a complicated scenario not only for Cheer but all sports. This matter was review in detail by the Ethics Committee and a number of points to highlight on this matter are as follows:
 - Safeguarding Documents: As noted in meetings & presentations, ICU has a number of effective policies & Safeguarding documents in place previously mentioned by the Committee Reports. In addition to practices, such as required background checks of coaches & entourage members, additional resources can be found on the ICU website, including the Athlete 365 IOC Safe Sport guidelines this is important for everyone to review. Additionally, the Ethics Committee has been updating additional guidelines, and to those documents mentioned, and these updated documents will be added to the ICU for all federations to review and share
 - Education: In additional to the IOC & ICU resources available for all review for education & prevention purposes, there are additional education resources and seminars available as well. Many National Sport Authorities have safeguarding departments, experts on this matter, that can provide added support and excellent local education as well. Local laws can vary country by country, including privacy laws, and we need to educate at all levels to assure an effective Safeguarding programme
 - Communication: Highlighted here are 2 points:
 - i. Coaches: This is not only the communication of technical safety rules that must be shared with coaches, but it is critical for all National Federations to provide safeguarding education as a priority to coaches, and all stakeholders. This must be consistent with national standards of local laws, as this will assist our efforts on the international levels
 - ii. Other National Federations & the ICU: Should an individual be suspended, and if allowed from a local privacy law perspective, it is important to notify the ICU, in order for the ICU to enforce its policies to the respective individuals at ICU events. Additionally, in cases where individuals/coaches travel to new countries, it is important for inner National Federation communication & ICU communication to check past history for coaches, who may arrive to coach in another country. Everyone must be on the same page for this system to work. Excellent news is that there have been a number of successful interactions of this kind, but we must continue, and ICU and the ICU Ethics Committee is here to assist this critical initiative as well
 - Safeguarding Summary: Any athlete's experience in our sport should reflect their memories of friendships and life lessons from what they learned while practicing our sport. Learning the importance to be on time, follow the rules, leadership, confidence,

and teamwork - this will stay with an athlete their entire life. Protect these children. Commit to the Safeguarding process and always strive to improve in all efforts in this regard – as this will continue to be a prevalent matter not only for Cheer, but all sports. It's our duty

- Ethics Committee Summary: In summary, everyone must be on the same page to protect the integrity of sport and to protect our athletes. This is not easy as many Federations and organisations struggle with this. Be aggressive on all matters of ethics, so we are all in front of the challenges currently facing sport. On behalf of the Ethics Committee, we trust this is helpful and this concludes our report. Request for any questions (*no questions*)

e. ICU Technical Committee - Cheerleading

Tara Savoie, ICU Technical Committee Member

Committee Member Savoie thanks ICU Technical Committee (TC) for successful and comprehensive meetings, many important topics discussed, with recommendations included. Presents the TC Committee Meeting report as follows:

- On-Line Education: With the onset of COVID, ICU moved the ICU Medallion Coaches programme to be completely online. Excellent success in delivering the Coaches, Judges, Rules and Credentialing courses online on the icu.member365.org platform. The TC agreed in person training is best, but with online option education is also accessible to everyone
- World Championships Judge Selection Process: As in previous years, selection was managed by judge applications to the TC for selection on experience, education, and global representation. As mentioned in previous reports, Conflict of Interest, Media agreement documents must be agreed upon and signed prior to acceptance. Background checks and safeguarding policy adherence were also required of the World Championships Judges
- Special Abilities, Special Olympics, Adaptive Abilities, ParaSport Cheer Divisions: As the differences of the Disabled Sport divisions can be confusing, the intricacies of each were reviewed by the TC, also reviewed in the workshops earlier in the day. Excellent opportunities for all athletes with disabilities in our sport. ICU is also applied to the International Paralympic Committee (IPC), and Secretary General Olson met with the TC and reviewed ParaSport Cheer Division criteria that meets the IPC requirements. The IPC review process is underway, but it is exciting
- Image Guidelines: Important for Safeguarding and the image of our Sport overall, as discussed in the breakout meetings, the TC agrees and supports the proposal for the recommended image guidelines to be required in 2023
- Coach Inquiries – Scoring & Safety Deductions: More to be confirmed on this matter; however, the TC began discussions on policies for coaches to inquire about their results and safety deductions, to provide more structure on the matter. Although the current system is working, where coaches speak with the Head Judge, there is a concern that with full IOC recommendation that the coach inquiries can intensify and the TC is looking into proposals to provide more structure on this matter. More to follow
- ICU Rules Streamline Effort: There is understanding that the current ICU rules were drafted over a decade ago with many people involved. Although the rules are comprehensive and little changed since the agreement with Gymnastics and the IOC, the TC spoke about a plan to streamline the rules for easier understanding – especially in translation into other languages. A number of ideas to proceed with this was discussed, and this will be an important project in the coming year

Concludes the presentation by the ICU Technical Committee for Cheerleading, asks for questions (*no questions*)

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

Katarina Cafnik, ICU Technical Committee Member

Committee Member Cafnik thanks the ICU Technical Committee (TC) for the great sessions and wonderful contributions to Performance Cheer. The ICU Technical Committee Meeting summary as follows:

- Performance Cheer as a Sport: Along the lines of the Image Guidelines rules discussed for Cheerleading and to be voted on at the AGM, the TC discussed this matter for Performance Cheer (PC). As PC has significant differences in functionality and history, the uniform template does not match up the same as Cheerleading; however, the TC identified this as an important issue to address. As an immediate measure, the TC identified that education for coaches, as most are very disciplined, will be critical to assure any Image Guideline rule passed for PC, achieves its purpose that is intended for image purposes and is also true to the Sport. Emphasizing functionality of choreography with the athlete in mind is key. More to follow
- Game Day: An exciting new competition format for PC and Cheerleading - that is excellent for grass-roots growth of the Sport. The TC reviewed the Game Day concept, scoresheets, and format. Popular in the USA for almost a decade and more recently in Japan – especially for PC; the TC sees Game Day as an excellent opportunity for the sport, and everyone should expect ICU Game Day training from an implementation standpoint, if helpful to ICU National Federations
- World Championships Judge Selection Process: Very similar to the Cheerleading TCs report, selection was managed by judge applications to the PC TC for selection on experience, education, and global representation. However, it was stricter this year including a tighter Conflict of Interest & Media agreement, as well as background checks and safeguarding policy adherence. As the World Championships gain more prominence with IOC recognition, the TC sees the integrity of this selection process critical benefiting our Sport and Athletes
- Score Sheets: Always a topic of review at the PC TC, the PC TC is pleased with the scoresheets as they are now; however, review is underway for the “Overall Effect” category and “Category Style” portion of the scoresheet for more clarity and direction. No recommendations were produced from this review, but the PC TC sees the scoresheet review as important as PC continues to grow globally
- On-Line Education: As presented by the Cheerleading TC, PC education also moved to the ICU Medallion Coaches programme to be completely online. Coaches, Judges, Rules, and Credentialing courses for PC specifically are available online as well, also on the icu.member365.org platform. Overall, very favorable global response on the online education programme with requests to continue to develop this important education platform
- Youth and Junior Semi-Finals in 2023: As this was a discussion topic in the breakout meetings for today’s AGM, the PC also review this proposal and the PC TC is in agreement that the Youth & Junior Divisions should have semi-finals in 2023. The athletes train for this opportunity on the world stage and a 2nd performance opportunity for teams in the Youth & Junior age groups will only further grow participation levels of our younger athletes. Very exciting

This concludes the presentation by the ICU Technical Committee for Performance Cheer, asks for questions (*no questions*)

Secretary General Olson thanks the ICU Committees and Commissions for their great work and excellent presentations to the AGM. Asks for any questions for any of the ICU Committees & Commissions (*no questions*). Secretary General introduces ICU Treasurer John Nichols for his report:

9. Treasurer's Report- ICU Treasurer John Nichols

ICU Treasurer Nichols opens with changes within the ICU organisation during the pandemic; including a new office/office move, a shift to less reliance on corporate support, more payroll placed on ICU as a consequence. Overall, these changes were a result of COVID. As the world knows, there was hard stop of international activities for the Sport of Cheer, but ICU never lost its focus on Olympic recognition that led to the IOC recognition granted in July 2021. This same focus was not top of mind for many groups during the pandemic; therefore, this change was important. Treasurer Nichols further explains that ICU President Webb negotiated an agreement with the organization Varsity to enable the change, and highlights the changes mentioned will be notable in the Treasurers report and will be explained throughout the report.

a. ICU Financials 2020 (Actual)

- Overview: Provides an overview of 2020 actual financials, significant loss by the cancellation of the 2020 World Championships due to the pandemic. Although there was a significant effort to save money once the event was cancelled in March 2020; medals, awards, and a number of items already ordered for the Championships led to a \$104,000 USD loss. Disney and many stakeholders in the event were very cooperative to ease the struggles of 2020 which was helpful. From March 2020 on, although ICU tried to re-start the World Championships a few times It never happened
- Cost Control Focus: Aside from the attempted re-starts to hold a World Championships, and seeing no end to the pandemic in 2020, ICU focused on tightening, reducing/controlling costs overall
- Result: From an income standpoint, there was some income from the annual funding by the IOC, contributions, and membership dues, leaving the ICU with \$78,300 USD to complete the year 2020
- Summary: A difficult year and for the whole world, but ICU made it through 2020, and looked to a new challenge in 2021

b. ICU Financial Report 2021 (Actual)

- Overview: Provides an overview of 2021 actual financials, indicates a pick-up in revenue via the 2021 Virtual On-Line World Championships of \$61,100 USD as a net. In 2021, ICU was hopeful to return to an in-person World Championships, but this wasn't possible with the pandemic, and the Virtual On-Line option was all that was possible in 2021
- Separation Agreement: Highlights the 2021 full separation agreement initiated with the Varsity organization, mentioned in the opening. President Webb negotiation a 2-year contribution by the organization to assist with the added expenses of a new office for the ICU, including payroll for 8 new employees, office equipment, supplies, etc. while maintaining the push for full Olympic recognition that was achieved in July 2021. Highlights that President Webb is a volunteer for the ICU organization

- Virtual Education Programme Launch: Another development in 2021, as a mandated IOC development programme, was the launch of the ICU all virtual education programme as the only other programme possible in 2021. As this was new, there was an initial technical set-up investment of \$25,000 USD that resulted in \$13,500 USD education income. This was a \$11,500 USD loss for 2021, but it was the only development initiative possible in 2021, as required by the IOC. With this investment, ICU is confident this will provide value in 2022 and beyond. The virtual world is now here to stay, and education is paramount to the mission of the ICU
- Result: With the continuation of the IOC development donation of \$32,000 USD, continued dues, the contribution under the new agreement, ICU finished with a \$204,500 USD result to end the year
- Summary: With various new pandemic initiatives launched in 2021, the year of 2021 was better than 2020 to say the least; however, it is hopeful that 2022 will move the ICU more in the direction of the financial results of 2019

c. ICU Proposed Budget 2022

- Overview: Explains the concerns of the ICU when the COVID-19 Omicron variant hit in November 2021, that is still underway. However, with the good news in the lessening of travel restrictions for some of the world in attendance for these Championships, the ICU can budget based on participation anticipated for the 2022 ICU World Championships
- Income Proposal (World Championships Revenue): Provides an overview of the Proposed 2022 ICU Budget & income, highlighting the 2022 ICU World Championship revenue, a net of \$480,000 USD. Far from the 2019 World Championships income, but a significant improvement from 2020-2021
- Separation Agreement (Income/Expenses): Highlights the 2021 full separation agreement contribution will remain active in 2022, the continued office and employee payroll expenses as it was in 2021 with some increases due to anticipated inflation. With much of the office equipment secured in 2021, startup equipment & furniture costs are anticipated to drop \$83,800 USD in 2022, and perhaps more
- Expense Proposal (new in 2022): Looking to 2022, and the LA28 Games bid in place, ICU is looking to hire a promotional firm to assist the ICU in its efforts to join the LA28 Games programme, showing a proposed added expense of \$120,000 USD in consulting and promotional expenses. However, the ICU is currently engaged with a number of organizations working on event sponsorships to offset this cost in 2022, should the pandemic continue to lessen
- Other Income Factors: Other income factors remain the same, the IOC contribution, membership dues, ICU educational programmes will continue
- Other Expense Factors (based on pandemic continuation): Should the pandemic continue to lessen, and travel improves, ICU will re-engage in its National Federation development programme once again, expecting an increase in spending by \$182,000 USD, if the international events return throughout the year
- ICU Proposed Budget 2022 Summary: Revenue: \$1,675,000 USD, Expenses: \$1,478,660 USD, Net: \$196,340 USD

d. Treasurer's Report Summary

The past 3 years have been extremely challenging for the ICU and the world financially. It was a great accomplishment for the ICU and ICU National Federations to keep the sport alive during this time, and for the ICU to receive the full IOC recognition in 2021. This should provide greater

opportunities to the ICU and ICU National Federations in the future. As the world continues to improve with more of a return to normalcy, hopefully, the ICU is expected to move forward in a stronger financial position to return to 2019 levels and even better in 2023 and beyond

e. Discussion

ICU Treasurer John Nichols thanks the General Assembly for their attention, asks for any questions regarding the 2020-2021 ICU financials and 2022 proposed financials, including budget (*No questions or further discussion*)

f. Adoption of the ICU 2020 & 2021 Financials and 2022 Proposed Budget

President Webb thanks Treasurer Nichols for the report. Comments on Treasurer Nichols report as a reminder to the AGM that no board members are compensated, all are volunteers. Expresses appreciation again for Treasurer Nichol's report. Without further questions or discussion - asks for a motion to approve the ICU 2020 and 2021 Financials and 2022 Proposed Budget

Action

- Discussion: None
- Motion by Korea (Rep of)
- Sweden seconds the motion
- Motion carries, ICU 2020 & 2021 Financials and 2022 Proposed Budget is approved

Secretary General Olson thanks ICU Treasurer John Nichols for his work, his report and adds appreciation to the ICU National Federations for their fight during this difficult time within their countries to the hopeful lessening of the pandemic in the next year

Secretary General Olson also introduces one of the original Vice Presidents of the ICU, current Secretary General for the Norwegian American Sports Confederation (NAIF), Tone Sparby, who is in attendance at the AGM. Thanks Secretary General Sparby for her years of great work and contributions to the ICU Governing Council but also throughout Europe and the world. (*AGM applauds Secretary General Sparby*). Introduces ICU President Webb to present the ICU Proposals

9. Proposals – ICU President Jeff Webb

President Webb informed that the Governing Council, after obtaining feedback and input from National Federations during the Continental Region meetings, approved the following proposals to be presented to the General Assembly for a vote:

Proposal #1

Allow Youth & Junior Divisions the opportunity to compete twice at the Junior World Championships

President Webb presents the proposal, asked for any further discussion (*no discussion*) and calls for a motion to approve

Action:

- Discussion: None
- Motion by Germany
- Seconded by Canada

- Motion carries, proposal to allow Youth & Junior Divisions the opportunity to compete twice at the Junior World Championships is approved

Proposal #2: Ratify Image Guidelines listed in World Championships Rules

President Webb displays the proposal, including the language of the Image Guidelines, as follows, noting that the substantive language of the Guidelines was not revised; but is proposed to be ratified by the General Assembly to be listed in the World Championships Rules.

“For purposes of promotion of international sport and the global athletic image of the Sport of Cheer, athletes are recommended to compete in national team attire that does not intentionally expose the midriff/mid-section of the athlete while the athlete is in a standing position.”

President Webb asked for any discussion (*no discussion*), then called for a motion to approve the proposal

Action:

- Discussion: None
- Motion by Puerto Rico
- Seconded by Mexico
- Motion carries, Proposal to ratify Image Guidelines listed in World Championships Rules is approved

Proposal #3: Consider and investigate sponsorship of team apparel and equipment

President Webb reported that the Governing Council considered the possibility of sponsorships and the practical implications regarding the same, such as appropriate sponsor categories and size and placement of sponsor logos, and other issues that need to be investigated to properly evaluate and present a recommendation to the National Federations. President Webb asked for any discussion (*no discussion*), then called for a motion to approve the proposal

Action:

- Discussion: None
- Motion by United Kingdom
- Seconded by Germany
- Motion carries, proposal to consider and investigate sponsorship of team apparel and equipment is approved

10. Legal/Housekeeping Matters – ICU President Jeff Webb

President Webb informed there were legal, and governance matters that the Governing Council approved to be presented and recommended to the General Assembly for a vote, as follows:

Amendment of Statutes

President Webb referenced the recommended Statutes amendments approved by the Governing Council and circulated to ICU members more than one month in advance via compliance with the required notice provisions for statute amendment; adds that was also discussed at the Continental Regional meetings the day prior. President Webb displays the proposed amendment changes for the General Assembly, including items such as adding International Paralympic Committee (IPC) as

a reference, removing outdated United States Olympic Committee (USOC) references, updating the reference to most current version of the Olympic Charter, and updating statute indemnification language. President Webb asked for discussion (*no discussion*), references the requirement for a 2/3 vote of the General Assembly and calls for a motion to approve

Action:

- Discussion: None
- Motion by Chile
- Seconded by Canada
- Motion carries, the 2022 proposed Amendments of the ICU Statutes are approved

Ratification of Office

President Webb reviews and displays the proposed resolution for ratification of the change in ICU's principal office location for approval by the General Assembly and asks for any discussion (*no discussion*) and calls for a motion to approve

Action:

- Discussion: None
- Motion by Canada
- Seconded by Germany
- Motion carries, Ratification of Office principal location is approved

11. Elections

With the pandemic disruption since March 2020, President Webb reviews the election proposal as discussed at first quarter Continental Regional virtual meetings, as well at the in-person Continental Regional meetings. President Webb displays the following proposed resolutions and slates of Councilmembers and officers for approval by the General Assembly, asks for discussion (*no discussion*) and calls for a motion to approve:

COUNCILMEMBERS WITH TERMS EXPIRING 2020

RESOLVED, that, as recommended by the Governing Council, those Councilmembers with terms expiring April 2020, are elected for an additional term, effective April 2020, and expiring April 2024:

Name	Continental Region / Position
Pamela Chang Estevez	At-Large Athlete
Wayne Oberem	Africa
Victor Martinez	Central America & Caribbean
Yulia Sautina	Eastern Europe
Michael Cooper	At-Large Origin of Sport
Matt McDonough	IASF (non-voting)

2022 ELECTION OF COUNCILMEMBERS

RESOLVED, the slate of Councilmembers, as recommended by the Governing Council and as nominated by the Continental Regions and Governing Council, is approved, effective at the close of the Annual General Meeting and expiring in April 2026:

Name	Continental Region / Position
Jeff Webb	North America
Chang “Kevin” Yu-Chuan	North Asia
Dr. Suebsai Boonverabut	Oceania/South Asia
Rodrigo Anguita Flores	South America
Riikka Taivassalo	Western Europe
Aljaz Britvic	At-Large Continental

2022 ELECTION OF OFFICERS

RESOLVED, the slate of officers, as recommended by the Governing Council, is approved:

Name	Title
Jeff Webb	President
Pamela Chang Estevez	Vice President
Yulia Sautina	Vice President
John Nichols	Treasurer
Karl Olson	Secretary General

Action:

- Discussion: None
- Motion by France
- Seconded by Poland
- Motion carries, the election of 2020 and 2022 Councilmembers and officers for the terms of 2022-2024, and 2022-2026 is approved

12. ICU Membership – ICU President Jeff Webb

President Webb opens that the ICU continues to make progress in the development of ICU National Federation members, with fewer rivalry situations every year. President Webb continues to explain with hiatus of most global activities due to the pandemic, many of the enclosed ICU membership matters have been delayed, but progress continues to move forward. Included is 1 new Provisional Application proposal, 1 change proposal from Provisional to Full Membership, and 2 change proposals of Federations where the leadership remains the same but change of the organisation is necessary due to the domestic situation or recognition requirements within a respective country – as discussed in the Continental Region meetings. The membership items are as follows:

REQUEST: NEW PROVISIONAL MEMBER

#1: SLOVAKIA

President Webb displays the following proposed resolution for review by the General Assembly, asks for discussion (*no discussion*) and calls for a motion to approve:

Slovak Cheer Union (SCU)

RESOLVED, as recommended by the Governing Council, the General Assembly approves Slovak Cheer Union (SCU) as a Provisional Member Federation

Action:

- Discussion: None
- Motion by Japan
- Seconded by Korea (Rep of)
- Motion carries, Slovak Cheer Union (SCU) is admitted as the 117th member of the ICU as a Provisional Member

(AGM applauds and welcomes the representative(s) of the Slovak Cheer Union, in attendance, as ICU's 117th member)

REQUEST: CHANGE FROM CURRENT PROVISIONAL MEMBER STATUS TO FULL MEMBER STATUS

#1: HONG KONG, CHINA

President Webb displayed the following proposed resolution for review by the General Assembly, and called for a motion to approve:

Cheerleading Federation of Hong Kong, China (CFHK)

RESOLVED, as recommended by the Governing Council, the General Assembly approves Cheerleading Federation of Hong Kong, China as a Full Member Federation

Action:

- Discussion: None
- Motion by Poland
- Seconded by Argentina
- Motion carries, Cheerleading Federation of Hong Kong, China (CFHK) is moved from ICU Provisional to ICU Full Member Status

REQUEST: CHANGE OF NATIONAL FEDERATION (NF) NAME/ORG PER THE REQUEST OF THE NF

#1: NIGERIA

President Webb displayed the following proposed resolution for review by the General Assembly, and called for a motion to approve:

Cheerleading and Majorette Association of Nigeria (CAMAN)

RESOLVED, as recommended by the Governing Council, the General Assembly approves the removal of Cheerleader Sports Association of Nigeria (Cheer Nigeria) as a Member Federation, and

the admission of Cheerleading and Majorette Association of Nigeria (CAMAN) as the Member Federation for Nigeria.

Action:

- Discussion: None
- Motion by Japan
- Seconded by Canada
- Motion carries, Cheerleader Sports Association of Nigeria (Cheer Nigeria) is removed as the ICU Member Federation for Nigeria; and Cheerleading and Majorette Association of Nigeria (CAMAN) is admitted as the ICU Member Federation for Nigeria

#2: BOSNIA AND HERZEGOVINA

President Webb displayed the following proposed resolution for review by the General Assembly, and called for a motion to approve:

Cheerleading Union of Bosnia and Herzegovina (CUBAH)

RESOLVED, as recommended by the Governing Council, the General Assembly approves the removal of Cheer Union of Bosnia and Herzegovina (CUBAH) as a Member Federation, and the admission of Cheerleading Union of Bosnia and Herzegovina (CUBAH) as the Member Federation for Bosnia and Herzegovina.

Action:

- Discussion: None
- Motion by Canada
- Seconded by Poland
- Motion carries, Cheer Union of Bosnia and Herzegovina (CUBAH) is removed as the ICU Member Federation for Bosnia and Herzegovina; and Cheerleading Union of Bosnia and Herzegovina (CUBAH) is admitted as the ICU Member Federation for Bosnia and Herzegovina

MEMBERSHIP ITEM REQUESTS - NO ACTION

#1, #2, #3: AZERBAIJAN, BRAZIL, AND BELGIUM

President Webb reported that the Governing Council recommends no action at this time regarding membership matters and applications or requests in the countries of Azerbaijan, Brazil, and Belgium

ICU President Webb expresses appreciation to the General Assembly for their review and discussion of the ICU membership matters during the breakouts and for the vote today. Welcomes Slovakia (SCU) as the 117th member of the ICU. Congratulates Hong Kong, China (CFHK) for their advancement to ICU Full Member status and welcomes CAMAN as the new NF for Nigeria and CUBAH as the new NF for Bosnia and Herzegovina. Expresses appreciation to all countries for their ongoing interest in the ICU and for their continual work to develop their National Federations for the benefit of our athletes around the world

13. World Championships Checklist – ICU President Jeff Webb

(World Championships Weekend Check List is shown on the screen)

ICU President Webb highlights some important checklist items for the World Championship Week beginning in the next day. Reviews the Opening Ceremony check list. Highlights the requirement for 2 athletes per country to report to the Wednesday Rehearsal Area 12:30 PM (not optional) and responds to common questions about COVID protocols in the rehearsal area and for the Opening Ceremony. Asks for any further questions (*no questions*)

14. Hein Verbruggen Award – ICU President Jeff Webb

As a final item on the agenda, but a very important one: ICU President Webb explains the background of the Hein Verbruggen Award. An award made in the honour of the former president of SportAccord, Hein Verbruggen, a true leader in Sport throughout the world, and emphasizes that the ICU would not be where it is today without President Verbruggen's leadership, courage, dedication, 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. In 2020, ICU had 2 recipients for this distinguished award, delayed due to the pandemic, but ICU is thrilled to present the Hein Verbruggen Award today

2022 Hein Verbruggen Recipient(s)

President Webb announces the 2022 Hein Verbruggen Award recipient:

ANNE ACHTE

- Started one of the very 1st cheer teams in Finland in 1984, the Rockettes
- Won gold at the 1st Finnish National Championships in 1985
- Repeated as a medal winner for subsequent Finnish National Championships & European Championships until 1998
- Coached the Finland National Cheer Team from 1985-1991
- Founded the Cheerleading Committee within the American Football Federation of Finland (FAFF) and served as its 1st chairperson
- Co-Founded the Finnish Cheerleading Federation in 1995, which separated Cheerleading from the other sports, establishing Cheerleading as its own independent organisation
- Co-wrote national competition rules & judges score sheets for the Finnish Cheerleading Federation
- Became Vice President of the 1st European cheerleading organization, the ECA, in 1999
- In 1999, was selected among the 1st group of European judges to qualify to judge the World Championships for the IFC in 1999, and served as Head Judge
- Was selected to judge the ICU World Championships in 2008, and has judged all ICU World Championships since 2009
- Serves as the ECU Judge Committee Chairperson and serves as a member of the ICU Performance Cheer Technical Committee

RECIPIENT OF THE 2022 HEIN VERGRUGGEN AWARD: ANNE ACHTE

(Anne Achte walks to the microphone, while ICU General Assembly awards a standing ovation)

Anne Achte: Tells a brief memory of starting Cheerleading in Finland (FAFF), its development and growth through the American Football Federation of Finland, eventually growing more to stand on its own, as its own Sport. The exciting development of Cheerleading not only in Finland, but in Europe and the World. Expresses appreciation to ICU President, individuals, and friends in the ICU and within the global Cheerleading community for such an honour. Thrilled to be part of its history, and humbled to work with so much talent over the years and cannot wait to see what the future holds

2022 Hein Verbruggen Recipient(s)

President Webb announces the 2022 Hein Verbruggen Award recipient:

MÂITRE FRANÇOIS CARRARD V

- A resume and background too long and distinguished to be able to truly give the breadth of the impact that Maître François Carrard has had on the world of international sports
- Although one of most highly distinguished, if not the most distinguished international sports attorneys in the world; above all, François Carrard was an incredible diplomat, trusted by all, even by opposing sides in as he often mediated to solve sport conflicts. Simply said there is nobody else like François. Above all, he was a friend and a great friend to the ICU
- Maître Carrard served 14 years, 1989-2003, as the Director General for the International Olympic Committee (IOC) for the administration of 3 IOC Presidents, playing a major role in shaping the world of international sport. His credits include playing a key role in the formation of the World Anti-Doping Agency (WADA), leading the IOC through 7 editions of the Summer and Winter Olympic Games, and an endless list of Olympic and non-Olympic accomplishments and accolades, too many to mention, that has brought peace and prosperity to the sports world, as François was the world's advisor in sport
- Before his time as Director General role with the IOC, he was also one of the founders of the Court of Arbitration of Sports (CAS), where he served as one of CAS's first sport attorneys and always served the role solving the many issues and conflicts in sport unlike anyone else could
- Back in the early days of the ICU, Secretary General Olson and I were searching for someone to help advise the ICU to navigate the world of sports politics as we were seeking SportAccord & IOC recognition, and the President of the International Korfball Federation Jan Fransoo, recommended François. Without knowing the magnitude of his character and reputation, we contacted François and he agreed to help the ICU. That was our lucky day!
- In our first conversation, we learned that François went to high school in the USA, in California, on a high school exchange program and he was an athlete himself, a swimmer. Perhaps his time in the USA as a high school student made him familiar with our Sport of Cheerleading, not sure, but he was committed to assist Cheer
- François was also a Renaissance man, a lover of arts, and was an accomplished jazz pianist. Since 1996, he was President of the Montreux Jazz Festival Foundation in Montreux Switzerland, a world-renowned event in music
- For the ICU specifically, it is fair to say that ICU would not be where it is today without Maître François Carrard
- Through the many challenges that the ICU faced on its road through our challenges with Gymnastics, now solved – and we're great friends; to SportAccord recognition, provisional IOC recognition, challenges with World Dance Sport Federation (WDSF), now solved – an in

great relations with the WDSF Administration; onto full Olympic recognition in July 2021. François advised us every step of the way, was always kind, always all-knowing of course, and he was never wrong in his advice and counsel

- In fact, François was the 1st person we called when ICU received full Olympic recognition, in the wee hours of the morning, as without him, this incredible achievement would not have been possible
- As mentioned, it was our intention to present this award to François and Anne here in person at the 2020 ICU AGM, and François had confirmed his attendance for 2020, but COVID hit and unfortunately this presentation was delayed to today
- Sadly, Maître François Carrard V passed away a few months ago (pause), but it is important to state again, ICU's deep appreciation to Maître François Carrard V, and to highlight that ICU and without François and his incredible counsel and friendship, the ICU would not be where it is today

RECIPIENT OF THE 2022 HEIN VERGRUGGEN AWARD: MÂITRE FRANÇOIS CARRARD V
(ICU General Assembly standing ovation)

15. Next Annual Meeting – ICU President Jeff Webb

President Webb displayed the proposed resolution and called for a motion to approve:

2023 ANNUAL GENERAL MEETING AND WORLD CHAMPIONSHIPS

RESOLVED, that, as recommended by the Executive Committee, the General Assembly approves the dates of 18 April 2023 for the 2023 ICU Annual General Meeting and 19-21 April 2023 for the 2023 ICU World Championship, both to be held in Orlando, Florida

Action:

- Discussion: No Discussion
- Motion by Germany
- Seconded by Canada
- Motion carries, the dates for the 2023 Annual General Assembly dates and 2023 ICU World Championships are approved

16. Adjournment – ICU President Jeff Webb

President Webb provides closing remarks. With no further business, the 2022 ICU Annual General Meeting is adjourned at 15:49/3:49 PM (EST)

(Asks for a group photograph, wishes safe travels to all)

Respectfully submitted,



Karl Olson
Secretary General



APPENDIX A

SUMMARY OF ATTENDANCE

Meeting of the General Assembly of the International Cheer Union

Tuesday 19 April 2022 Orlando, Florida, USA

The following voting Member Federations were in attendance:

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

The following voting Member Federations were not in attendance:

- | | | |
|-------------|------------|-----------------------|
| 1. Belarus | 3. Croatia | 4. Russian Federation |
| 2. Bulgaria | | |

The following non-voting Member Federations were in attendance:

- | | | |
|-------------|-----------------------|------------------------|
| 1. Bahamas | 4. Dominican Republic | 7. Spain |
| 2. Barbados | 5. Estonia | 8. Trinidad and Tobago |
| 3. Brazil | 6. Jamaica (by proxy) | |

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

- | | | |
|---------------------------|-----------------|---------------------------|
| 1. Belgium | 8. Indonesia | 15. Philippines |
| 2. Bolivia | 9. Kazakhstan | 16. Rwanda |
| 3. Bosnia and Herzegovina | 10. Moldova | 17. Saint Kitts and Nevis |
| 4. Georgia | 11. New Zealand | 18. Zimbabwe |
| 5. Guatemala | 12. Nigeria | 19. Uzbekistan |
| 6. Hungary | 13. Panama | |
| 7. India | 14. Peru | |

The following Provisional Federations were in attendance:

1. Latvia (by proxy)

The following Provisional Federations were not in attendance:

- | | | |
|---------------------------|-----------------|------------------|
| 1. Armenia | 15. Israel | 29. San Marino |
| 2. American Samoa | 16. Ivory Coast | 30. Saudi Arabia |
| 3. Azerbaijan | 17. Kenya | 31. Serbia |
| 4. British Virgin Islands | 18. Kyrgyzstan | 32. Sri Lanka |
| 5. Botswana | 19. Laos | 33. Suriname |
| 6. Burundi | 20. Luxembourg | 34. Tanzania |

7. Cameroon
8. Egypt
9. El Salvador
10. Ghana
11. Guam
12. Haiti
13. Honduras
14. Hong Kong, China

21. Macau, China
22. Mali
23. Montenegro
24. Morocco
25. Namibia
26. N. Macedonia
27. Pakistan
28. Romania

35. Uganda
36. United Arab Emirates
37. US Virgin Islands
38. Venezuela
39. Vietnam
40. Zambia