

# Meeting of the General Assembly of the International Cheer Union

a Texas non-profit corporation

Tuesday 23 April 2024

Orlando, Florida, USA

## 1. Meeting called to Order at 2:06 PM/14:06 EST

## 2. Welcome and Opening of Meeting - ICU President Jeff Webb

- Welcomes everyone to the 2024 Annual General Meeting of the International Cheer Union, recognizes a conversation with the ICU Poland National Federation of the great progress of the International Cheer Union even within the past 10 years and congratulates the ICU Membership for their dedication and work for the sport benefiting the athletes
- Expresses appreciation to see everyone from around the world, as also appreciation to everyone for the meetings over the past few days, and the pride of the great work underway, as ICU continues to take necessary steps to become better and better year after year as an International Federation, to gather and address important issues for our sport, assuring that all and timely issues are addressed for the benefit of our athletes, coaches and all stakeholders of our Sport that have led to today's Annual General Meeting
- Introduces Secretary General Karl Olson for Roll Call and Introduction of Invited Guests

## 3. Roll Call and Introduction of Invited Guests - ICU Secretary General Karl Olson

- Expresses appreciation to ICU President Webb, ICU Officers, ICU National Federation Members, Distinguished Sport Officials, Invited Guests, Colleagues of the Sport of Cheer & the International Cheer Union. Express appreciation to the Council and all National Federations for their leadership as the Sport is again fully active around the world
- Explains Membership Dues, Full and Provisional Membership status, highlights that a number of National Federations continue to come back financially from the pandemic; however, the ICU is thrilled to see more and more of the ICU family back into action and together again for 2024
- 77 Full Members, 68 Full & Provisional Members in attendance, 45 of 45 Full Members (voting) in good standing are present - there is a quorum
- Voting process explanation

## 4. Approval of the 2023 AGM Minutes - ICU Secretary General Karl Olson

- References that the 2023 Minutes have been circulated and posted on-line over the past year; also distributed at continental breakouts for review. Acknowledges there has been no further discussion or feedback on the 2023 Minutes
- Asks, if there is no further discussion, for a motion to vote on:

“RESOLVED, that the April 2023 Annual General Meeting minutes are approved”

### Action:

- Motion by Germany
- Seconded by Norway
- VOTE:            In Favor: 45            Opposed: 0            Abstention: 0
- Motion carries, the April 2023 Annual General Meeting minutes are approved

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

Expresses appreciation to everyone for their great work over the past year. ICU and ICU National Federation activities continue to improve globally since 2022, nearly back to pre-pandemic levels. The Secretary General report is as follows:

### a. **National Federation Recognition Achievements**

- Sport Ministry Recognition
  - Austria, Slovakia, Mali (by order of recognition)
- National Olympic Committee (NOC) Recognition
  - USA, Belgium, Philippines, Bulgaria, Brazil (by order of recognition)

### b. **Overview of the past 12 Months – Events**

- 2023 Junior World Championships (JWC) & World Cheerleading Championships (WCC)
  - 26-28 April 2023, Orlando, USA
  - Nearly 60 Nations attended and over 3,000 athletes, close to returning to 2019 levels
  - Great excitement to have Asia, Oceania, and South Africa back to the JWC and WCC, as well as many countries throughout Europe and the Americas who were unable to attend in 2022
  - A tremendous success in 2023, and looking forward to the 2024 World Championships with over 4,000 athletes in the coming days - an increase of 1,000 National Team athletes since 2022
- Inaugural event: 2023 International Cheerleading Cup (ICC)
  - 30 April – 01 May 2023, Orlando, USA
  - Added to provide a Club Team event (Club, Scholastic, Rec, All Star, etc.), during Worlds Week, for ICU National Federations to qualify club teams for the ICC
  - ICC Cheerleading Divisions in the same format and same criteria as the ICU JWC and WCC; ICU judges and scoresheets
  - ICC Performance Cheer Divisions are only available for Pom Doubles and Hip Hop Doubles, because many of the IASF PC divisions are nearly the same as the ICU PC Divisions; however, Doubles Teams have no other opportunity once the ICU WCC is finished, and therefore this is an added opportunity for Doubles athletes
  - In 2023, 20 nations competed in the ICC and nearly 40 teams
  - In 2024, nearly 25 nations and 40 Club Teams are registered, and we look forward to a great ICC this coming weekend
- Special Olympics World Games Berlin (17-25 June 2023, Berlin, Germany)
  - Since 2018, ICU has partnered with Special Olympics International (SOI), gained full acceptance as an SOI recognized sport in 2019, and performed as an exhibition sport during the Special Olympics World Games Abu Dhabi 2019
  - Special Olympics divisions were added to the ICU World Championships in 2019, was back again in 2023, following the pandemic & we are thrilled to have SO teams back again in 2024 as well
  - In June 2022, ICU administered the Cheer Competition for the multi-sport event, the Special Olympics USA Games Orlando. For the 1<sup>st</sup> time in history, Cheer was an official competitive sport at a Special Olympics Games! A milestone for our sport
  - In June 2023, this progress continued with Game Cheering was back at the SO World Games Berlin. The Cheerleading athlete delegation led by Darian Packard provided over

- 30 Special Olympics Cheerleaders – from 4 nations - at various sporting venues throughout the Games, providing ongoing promotion of our sport within the Special Olympics movement
- Congratulations to all the National Federations who have and who are developing divisions and opportunities for athletes with and without intellectual disabilities, and also for all disabilities
  - We were thrilled by the attendance during our Disabled Sport Divisions presentation held yesterday, and we look forward to an acceleration progress for our Special Olympics, Special Abilities and Adaptive Abilities athletes – with full activities back and underway
  - 2023 ICU European Championships (30 June - 2 July 2023, Verona, Italy)
    - Congratulates Ivo Sequani and his team, as well as Tone Sparby and Aljaz Britvic for a very successful event in Verona, Italy
    - 22 nations in attendance, over 2,500 athletes
    - Streamed on the Olympic Channel, with great viewership
    - Looking forward to the ICU European Championships coming to Oslofjord, Norway in June hosted by the Norway National Cheer Federation, NAIF. We can't wait
  - Inaugural event: 2023 ICU African Championships (07-09 July 2023, Durban, South Africa)
    - Congratulates ICU Councilmember Wayne Oberem for hosting the 1<sup>st</sup> ever ICU African Championships – a great success (AGM applause)
    - Conducted during the South Africa National Championships with teams from South Africa and Botswana competing
    - Scheduled for beautiful Cape Town, South Africa in September 2024
    - Even more Africa National Federations planning to compete there in 2024, a huge move forward for the continent, progress continues to move forward in Africa for the sport
  - Inaugural event: 2023 ICU Cheerleading World Cup – CWC (06-08 Oct. 2024, Seoul, Korea)
    - A new event for the ICU, with the great work of ICU's National Federation for the Republic of Korea, KCA, and with the support of the Mayor of Seoul, ICU was able to establish a global individual club team event for all ICU National Federations
    - Over 20 nations from 3 continents competed in the 2023 World Cup, wonderful hospitality by KCA and the City of Seoul, highlighting club teams – in the Cheerleading and Performance Cheer Divisions, performing in the Seoul 1988 Olympic Park venue showcasing these great teams
    - Streamed on the Olympic Channel in 2023, we are looking forward the 2024 ICU World Cup again in Seoul Korea on 22-24 November 2024
    - Thank you to KCA President Ivy Lee and KCA International Director James Kim and the entire KCA team for their great work – with added appreciation to ICU Event Director Chantal Canales – Garcia for her coordination with the KCA team
  - 2023 ICU Asian Championships (21-22 October 2023, Bali, Indonesia)
    - Following a wonderful Asian Championships in Bangkok, Thailand 2022, the ICU Asian Championships were conducted in beautiful Bali, Indonesia at the Taman Werdhi Buaya Art Centre – with a wonderful backdrop for a great competition
    - 10 countries attended with over 1,100 athletes
    - Thank you to ICA President Dian Angrianni and the Indonesian Cheerleading Association (ICA) for their work to host a very successful ICU Asian Championships, the 2<sup>nd</sup> Asian Championships held since the pandemic

- Looking to 2024, Bali will host the ICU Asian Championships again, and more information to follow
- TOMMORROW: 2024 Junior World Championships (JWC) & World Cheerleading Championships (WCC)
  - Over 4,000 National Team athletes will be competing – 1,000 more National Team athletes than in 2023, which is notable in that the JWC/WCC is close to pre-pandemic levels, with 60 + countries represented
  - ICU looks forward to an incredible Opening Ceremony and World Championships Week in the coming days, showcasing the best of the best for our sport worldwide

**c. Education**

- A bedrock of the ICU to assure safe and successful growth of our sport globally
- The pandemic initiated the ICU launch of the on-line ICU Coaches Medallion training program, which is underway reaching thousands of coaches on all continents
- Since 2022, in-person courses again resumed with dozens of locations hosting the courses throughout the world, by many of the National Federations here at this AGM
- ICU believes in-person courses are most effective; however, on-line training is a wonderful compliment to the in-person courses
- The on-line courses assist the ICU to reach anyone in the world, at any time, with immediate educational opportunities
- In-person and on-line over 3,000 coaches from 80 countries have been trained in 2023, with even greater opportunities to reach more coaches, officials and stakeholders in 2024 and 2025

**d. Merchandise**

- In 2023, the ICU launched the ICU merchandise store platform on-line, with an exciting merchandise selection available
- A pre-World Championships merchandise programme was introduced for National Federations to pre-order their merchandise for pick up during the ICU meetings
- Due to cost of shipping since the ICU merchandise launch – there have been some challenges to increase on-line sales; however, solutions are underway
- Expansion of ICU merchandise sales is being reviewed to on-site sales in a number of locations, and this remains to be an excellent revenue and branding opportunity for the ICU

**e. ICU Digital Assets and Media Relations Continue to Progress**

- Obvious to many on ICU's social media platforms, and throughout the JWC and WCC venues that progress is underway to expand ICU's quality and presence digitally to further highlight our sport, increasing ICU brand recognition and to increase its popularity globally – providing added benefit to ICU's National Federations
- ICU's website was upgraded this year, including updates to the ICU app
- Thank you to Janna Thomas, Mo Duckworth, Amy Bender for assistance on media relations, and the entire ICU teams for their work on these important improvements
- ICU has a great relationship with the Olympic Channel who will be covering these championships in its entirety and many of ICU Major Events throughout the calendar year
- For anyone unable to attend this weekend, tomorrow prior to the start of the JWC or WCC anyone can reference Olympics.com, the ICU Website, ICU app or any ICU social media platform to watch the JWC and WCC for free- and it will be covered all venues

- ICU is excited about these developments and more to come this year!

**f. Good News Received within the past 12 months**

- The World Games 2025 (TWG 2025) Chengdu China
  - After years of applying to be a member of the International World Games Association (IWGA) and as a sport within The World Games Programme – ICU received good news of acceptance into TWG 2025
  - More to follow – especially regarding the qualification process
- Special Olympics USA Games 2026 Minneapolis
  - Within the past month, ICU was notified that Competitive Cheerleading will be back in the programme of the Special Olympics USA Games Minneapolis 2026
  - After a successful inaugural addition to the SO USA Games in 2022, ICU is thrilled to be back to further promote opportunities of our sport for athletes with Intellectual Disabilities (ID)
  - Work will continue for Cheer’s inclusion into the competition programme of the SO World Games 2027, but the SO USA Games 2026 is another important milestone for our sport
- Olympic Council of Asia Asian Indoor & Martial Arts Games (Bangkok, Thailand, 27-28 Nov 24)
  - Congratulates ICU Councilmember, and CAT President Dr. Suebsai Boonverabut for the great work to gain Cheer’s admission into Olympic Council of Asia (OCA) Asian Indoor & Martial Arts Games (AIMAG) to be held in Bangkok, Thailand, 27-28 Nov 2024
  - OCA AIMAG was originally scheduled for 2021, and through the great work of Dr. Suebsai, Cheer was admitted for 4 divisions: Coed Premier and Coed Advanced with a smaller team size of 16, and Pom Doubles and Hip Hop Doubles
  - The OCA AIMAG was cancelled and moved numerous times due to the pandemic, but is now scheduled for late November 2024
  - The importance of the OCA AIMAG is the enhanced cooperation between the ICU National Federations and respective National Olympic Committees (NOCs). For any ICU National Federations who have not yet contacted their respective NOC, they are recommended to do so as soon as they are able and Dr. Suebsai and ICU remain available to provide any additional information as needed
  - ICU looks forward to a great OCA AIMAG in Thailand his November
- FISU World University Championships (WUC)-Cheerleading (Split, Croatia 01-04 August 2024)
  - After a 6-year hiatus, due to the pandemic, ICU/Cheer is back via the FISU World University Championships for Cheerleading (National Teams) in Split, Croatia
  - ICU joined the FISU family in 2014, held a wonderful FISU WUC in Poland in 2018, and is very much looking forward to seeing Cheerleading National Teams in Split in August. It’s a beautiful city with an incredible history – a great place for our return to the FISU programme after a long wait
  - Members of the FISU Split local organizing committee (LOC) are in the AGM (introduces Ivan “Tusta” Tustonjić and Jelena Matešić of the Split LOC) and encourages the National Federations to touch base with them throughout the World Championships Week, for opportunities to compete in this great event
- Ongoing: Great Relationships between the ICU, all International Sport Groups & Authorities
  - In addition to the IOC, ICU remains in great standing with WADA, TWG/IWGA, FISU and NOCs and NSAs around the world

**g. ICU Major Events in 2024**

Reviewed in detail in breakout meetings. Objective of the ICU is to provide a menu of international opportunities for the ICU National Federations, Coaches and Athletes. Upcoming 2024 ICU Major Events are as follows:

- |   |                 |                      |
|---|-----------------|----------------------|
| • ICU European Championships*                   | 28-30 June 2024 | Oslofjord, Norway    |
| • FISU University Championships                 | 01-04 Aug 2024  | Split, Croatia       |
| • ICU Asian Championships*                      | 13-15 Sept 2024 | Bali, Indonesia      |
| • ICU Africa Championships                      | 20-22 Sept 2024 | Cape Town, S. Africa |
| • ICU Pan-Am Championships & Copa America*      | 27-29 Sept 2024 | Ottawa, Canada       |
| • NEW! TWG Series*                              | 11-13 Oct 2024  | Hong Kong, China     |
| • ICU Cheerleading World Cup (CWC)              | 22-24 Nov 2024  | Seoul, Korea         |
| • OCA Asian Indoor & Martial Arts Games (AIMAG) | 27-28 Nov 2024  | Bangkok, Thailand    |

\* *Qualifiers (Pom Doubles) for TWG 2025 Chengdu China 12-17 July 2025. Other TWG 2025 qualifiers to be reviewed in the subsequent slide of the report*

**h. Special Event Focus: The World Games 2025 Chengdu China Qualifiers - 11 bids world-wide 2024**

- |                              |       |                 |                   |
|------------------------------|-------|-----------------|-------------------|
| • ICU European Championships | 1 Bid | 28-30 June 2024 | Oslofjord, Norway |
| • ICU Asian Championships    | 1 Bid | 13-15 Sept 2024 | Bali, Indonesia   |
| • ICU Pan-Am Championships   | 1 Bid | 27-29 Sept 2024 | Ottawa, Canada    |
| • NEW! TWG Series*           | 1 Bid | 11-13 Oct 2024  | Hong Kong, China  |

\**Only opportunity for a country to earn a 2<sup>nd</sup> bid to the TWG 2025 (exception China = 2 bids as TWG 2025 Host)*

**2025**

- |                           |        |                |                |
|---------------------------|--------|----------------|----------------|
| • ICU World Championships | 3 Bids | 23-25 Apr 2025 | Orlando, USA   |
| • China                   | 2 Bids | China events   | Nanjing, China |
| • Video Submission        | 2 Bids | By Video 2025  | All Nations    |

**i. Recognition of ICU National Federation for China (CCA) Director Mr. Li Yulin**

ICU Secretary General Olson explains the process to which ICU had applied for The World Games over the years, and the significance of the work of ICU’s National Federation for the People’s Republic of China, China Cheerleading Association (CCA), and CCA Director Mr. Li and former CCA President Miao Zhongyi that enabled ICU to become part of TWG 2025 Chengdu China. Confirms that without the work of Mr. Li and CCA, it is highly unlikely the ICU would be part of The World Games and asks Mr. Li to say a few words to the ICU AGM in reflection of ICU’s appreciation of his great work

**CCA Director Li Yulin Address to the ICU AGM (“Katie” Ma Qing Qing Translating)**

CCA Director Li addresses ICU President Webb, SG Olson, ICU National Federation Presidents & Officials and friends around the world

- Expresses his great honor and pleasure to present to the ICU General Assembly and welcome all to The World Games 2025 Chengdu China!
- Extends gratitude to ICU President Webb, SG Olson, and entire ICU family for outstanding leadership and hard work for the Sport
- Continues that because of the work of the ICU and National Federations this has created the opportunity for the sport to enter into The World Games 2025, the 1<sup>st</sup> global multi-sport games for our sport in Chengdu, China
- Chengdu, the famous “countryside of heaven” in China is home of the giant pandas, of delicious Sichuan cuisine, with a long, rich history and culture of China

- Chengdu is also very experienced in hosting major events, having recently hosted the FISU Summer Universiade with thousands of athletes – with tremendous success as one of FISU’s most successful events ever held
- Looking to The World Games 2025 Chengdu China, an invitation is extended to everyone to come to visit this great event in a great city. Wishes those working to qualify the very best of luck in their efforts and encourages the family and friends of Cheer to reach out for any questions or additional questions at anytime
- Asks for any questions regarding TWG 2025 (no questions), thanks the General Assembly for their kind attention and looks forward to seeing everyone in Chengdu
- Secretary General Olson thanks Mr. Li for his report and for his work to admit Cheer to TWG 2025 (*continues on with the Secretary General Report*)

#### **j. Membership**

Summarizes ICU Membership including new applications and status requests by existing members, that was discussed in breakouts, with the ICU Governing Council, much which be voted upon during the ICU AGM. The report on ICU Membership is as follows:

- 119 National Federations
- 1 New Applicant – Costa Rica
- 1 National Federation Adjustment Request – Romania
- 2 Full Member Requests – Botswana & Israel (from Provisional Status)
- 2 Full to Provisional Members – Saint Kitts and Nevis, Rwanda

Overall – Very good news, rivalry issues are fewer and fewer – mostly domestic matters and more discussion coming up within the AGM.

#### **k. Important Initiatives for the ICU**

As discussed during the breakout meetings, highlights important initiatives that are always on top of mind for the ICU, where ICU must always be vigilant. Many details of these initiatives will be also reviewed in the committee reports but are shown as important topics for the ICU.

- Sports Integrity:
  - *Scoring & Officiating*: Incredibly important for all sports, but especially a high focus for aesthetic sports and ICU is very proud of the programs in place and the wonderful work of the ICU judges and officials, led by the ICU Technical Committees, and Chairpersons Liz Rifino and Mike Cooper. Includes judge/official documents & processes which includes no conflict-of-interest documentation, NDAs for the officials, etc. – to protect the integrity of our sport, which is incredibly important in rewarding the athletes we serve.
  - *Betting in Sports*: Is an additional area for all sports, and Cheer is no exception. ICU is not aware of any betting cases at this point in time, but will always remain vigilant on this as well, including any education matters provided by the IOC or any sport authority on the subject to remain current to address this important sports integrity issue.
- Safeguarding: Major steps have been taken for all sports and the ICU over the past years on Safeguarding, and the ICU is proud of the steps taken within the organization but also at the National Federation level. The AGM is aware of the background check requirement for coaches, entourage members – and officials for the World Championships Week specifically, and this continues to be a strong focus of the ICU, as discussed in the breakout meetings and within the AGM today.

- World Anti-Doping Agency (WADA) and ICU's Anti-Doping Programme: Since 2009, ICU has been a proud signatory of WADA within a robust programme in place that has also been reviewed in the AGM.
- Financials: To be presented at the AGM by ICU Treasurer Nichols, the pandemic was very challenging for the Sport of Cheer worldwide, and full recovery is not yet in place. However, measures are underway – participation is nearly back to 2019 levels but will be presented and discussed in the AGM today.

#### **I. Main Goals and Objectives the next 12 months**

Highlights goals and objectives important to the ICU to keep top of mind to all National Cheer Federations to keep a focus on safely growing our sport at the grass roots level and additionally promote our sport world-wide, so all stakeholders, including administrative bodies, are aware of the potential of the sport and the benefits it provides athletes in all countries. These include the following:

- Continued Sport Development and National Federation Support
- Education
- Growth in Emerging Markets/Countries
- ICU Committee Development
- Media and Digital Asset Development
- Rights and Television Rights Opportunities
- High Profile Major Championships conducted world-wide
- Multi-Sport Events (Olympics, TWG, FISU, etc.)

In closing, Secretary General Olson thanks the ICU Membership for their commitment to the youth of the sport and the friendship to continue to promote the ICU and the Sport of Cheer globally and is thrilled to see the return to full activities more and more world-wide. ICU looks forward to an incredible JWC/WCC in the next days, a true celebration of our athletes and sport - and expresses appreciation to the ICU membership for all they do for the young people we serve.

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

#### **6. Reports of Standing Committees - ICU President Jeff Webb**

ICU President Webb thanks Secretary General Olson for the report and the review of the success within the last year which have been very significant. Introduces the Reports of the ICU Standing Committees and expresses appreciation for the great work and progress of everyone involved, and for the meetings in the past few days, introduces each Committee representative to provide their report to General Assembly.

##### **a. ICU Medical Commission**

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

Expresses appreciation to President Webb, Secretary General Olson and the ICU National Federations for their work that is so important for our athletes world-wide. Highlights the 20<sup>th</sup> year of the ICU and recalls over 20 years ago assisting ICU President Webb with the drafting of the ICU bylaws and seeing the progress that has been made in 2 decades. Presents the report of the Medical Commission, highlighting its mission which is focused on safety and sport. Points out that the objective of the Medical Commission is to continue to work with all stakeholders of the sport, injury prevention is crucial, as well as overall protection of the athletes – not only physically from activity in the sport, but mentally and protection from many factors that can affect the



athlete throughout the year. New developments in sport and for sport medicine specifically arise each year, and this was a topic of the ICU Medical Commission meetings and the MC update for the ICU National Federation members is as follows:

- National Federation (NF) Questionnaire: As the sport grows and develops world-wide, the ICU Medical Commission (MC) realizes that there are many resources for the ICU to connect with in order to gather important information globally for the purpose of injury prevention, and best practices to share for the well-being of the athletes. National Federations are an excellent resource. The National Federation Questionnaire will have questions that are easy to answer – many “yes” and “no” questions. The purpose is to collect vital information to learn best practices from each country’s perspective, as well as concerns that may exist in different regions of the world. This information will be aggregated and shared with the NF, in order to inform the MC how it can best serve the ICU, NFs and most importantly – the athletes
- New Process added in the ICU Anti-Doping Programme-Dry Blood Spot Test: This was recently introduced by WADA and ICU has added Dry Blood Spot Testing to the testing protocols. Traditionally, the testing has been managed through the collection of bodily fluids, which can have its complications for the athletes; long waits for urine tests in some cases or use of needles for blood tests, the Dry Blood Spot Test is far easier and this will be incorporated into the ICU Anti-Doping Programme to see if this can simplify the process and comfort for the athletes. The Dry Blood Spot Test is a prick on the finger, transferred to a collection material, that looks like a piece of paper, and this is analyzed to provide the information needed for results management. ICU will continue to use the previous collection processes but will begin to incorporate the Dry Blood Spot Test which is safer, quicker, is approved by WADA, and the MC feels this will begin to be the standard of testing for the sport. More to follow
- Therapeutic Use Exemptions (TUEs): Explanation provided on what a TUE is, an athlete request for an exemption of a substance or medication that an athlete might be taking for day-to-day health reasons which might be a WADA prohibitive substance – inhaler medication for asthma is a common request for TUEs, or insulin for diabetic athletes, for example. Obviously, TUEs are important for athletes to not affect their health outside of competitive sport. The ICU is impressed with the due diligence of Cheer athletes in submitting TUEs as Cheer TUE submissions are higher than most sports, which part of this is due to team size in our sport. Eighty (80) TUEs were submitted for the World Championships – which is a high number for a competition but reflects the awareness of our athlete population. The MC wanted me to present this here, because of the number of TUE submissions to remind all National Federations that they can ask the ICU, ICU Anti-Doping Committee, or the MC should any explanation or clarification of the TUE process be required. All information is on the ICU website, under “Anti-Doping” with a “TUE Resources” drop down for more information
- Policy for Gender Identity and Sex Variation: An important topic for all sports, and Cheer is no exception. This is a common discussion topic for the MC, which addresses focus on Anti-Doping testing policies, and other discussion topics for athlete qualification for various divisions based on Gender Identity and Sex Variation. The goal is to be fair and inclusive, and the IOC has published a document, Framework for Fairness, Inclusion and Non-Discrimination on the Basis of Gender Identity and Sex Variation. This is an important topic in the media, and it is important to highlight that policies for all sports continue to adjust and change to assure that fairness and inclusion is achieved; but this can be challenging of course. It is important to highlight that the ICU is unique in that a majority of ICU’s divisions are open for all genders and gender identities. With the Paris Olympics coming soon, ICU will be following this closely

for best practices as this subject is further reviewed for all sports – and updates will be provided, including the questions received on Anti-Doping policies on this topic. A very important matter, and ICU MC expresses its appreciation for the work underway for our sport and within the National Federations

Expresses appreciation to the AGM, is thrilled by the ongoing progress of the organisation, and looks forward to seeing everyone throughout the Championships week. (Concludes the presentation)

**b. ICU Athlete Commission**

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

Expresses appreciation to the ICU Governing Council, Federation officers, and all committee members who met over the past few days. Highlights the importance of the inclusion of the athletes' feedback to promote their voice and interests for the betterment of the ICU to serve our most important stakeholders. Many important items were discussed, a summary of the AC meeting is as follows:

- Inclusion of more information from the Athlete's perspective in the ICU website: Great information is provided on the ICU website, and the new version of the site is very impressive. With this new and more user-friendly format, it was discussed that the ICU website should also have an end-user focus for the athletes as well, perhaps a section dedicated to the athlete, including more information and topics specifically to the interest of the athlete population of the sport. Some of the ideas generated have been provided to the ICU admin team, also for implementation on the ICU App. As the ICU website continues to be updated, in its new format, and the ICU app as well, the AC is looks forward to working on the ongoing project to provide more support materials for ICU athletes specifically in all countries
- More Ideas for Fundraising to help Athlete Travel: Money is always a challenge and a challenge even greater for many athletes in various countries. Fundraising ideas were discussed within the AC, with the ideas that these Fundraising ideas can be shared with other countries – so the athletes can travel more and complete more for their own personal development. Certainly, the IOC recognition has been an incredible development to help generate more recognition and more support for athletes to obtain financial support for their training and for travel – but there is always more to do to reach more athletes. The AC is committed to develop a list of fundraising ideas to share with other countries to fill gaps when local funding is not available. This is a big and difficult task, but an important one- and fundraising ideas are a good start to fill his need for many of our athletes
- Continue to assist Developing Countries to obtain experienced coaches: Similar to the previous point, the AC discussed the importance for developing countries to have access to experienced coaches – to provide the important training to athletes in all countries of the world. The ICU has online training courses and education in many countries of the world, and many countries have very experienced coaches as well, but the developing countries need even more help in this regard. Money is always a challenge, especially in recent years, but this is a topic that the AC will continue to discuss to development awareness and ideas to help spread the knowledge to athletes in countries where this is needed the most.
- Athlete Integration, 2 per continent every year: Along the same lines of assisting development nations for our sport, the AC discussed how integration of athletes from inexperienced countries joining practices and teams, even for a short period, in experienced countries would be beneficial to developing countries, once the athlete returns – as an athlete or as a coach.

Money is always the issue, but the AC set a target of 2 athletes within each respective continent to integrate into an experienced country within their continent to achieve this goal. By just starting small, 2 athletes per continent as a target, could provide great advances for our efforts to assist developing nations. Devil is in the details, but these are some ideas from the AC to help in each developing countries efforts to advance in our sport

- Rules & Policy of Residency: With the idea of athletes traveling to other countries, the AC discussed the lack of awareness of many athletes who may not know eligibility requirements if they move to a new country. The ICU has a 6 month legal residency rule in place to protect the integrity of our sport, but this is not widely known by many athletes, who may travel and then suffer from not understanding the Rules and Policy of Residency to compete. The AC suggests this is an item that will be important to promote on the ICU website and App, and within all National Federation communications to make athletes aware of this policy -prior to traveling.
- Summary: This concludes the report of the AC meeting and to summarize, the AC finds it quite important to provide more information tailored to our Athletes on ICU platforms, ICU website, Social Media to provide information athletes need to do their best and to find opportunities for personal development. The AC discussed the idea of fundraising, ideas to help developing countries and also important topics for awareness, Rules & Policy of Residency, that is important for our athlete population to know – so their experiences in our sport is at the highest level

ICU Vice President & Athlete Representative Councilmember Chang expresses appreciation to the athletes, to the ICU Committees and ICU National Federations for all they do for the sport. Asks for any questions (no questions)

### c. ICU 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 but also to better serve and support our athletes. A number of EC projects have been underway that will be noticeable throughout the Championships week, including excellent EC meetings this week. The ICU EC report is as follows:

- ICU Entourage Commission Membership: The Entourage Commission (EC) is very proud of the policies and procedures that have been incorporated and other projects to benefit the athletes, but the EC is always discussing ways to contribute more and to remain active in its capacity as the ICU Entourage Commission. One way is to expand the commission itself with new members. An Entourage includes people of many different roles: from coaches, to medical, to media, to managers, family members, and so on; therefore, there may be individuals who are not active on the commission but who would want to be- which would make the EC more active and effective. Adding new EC members from different countries was one of the discussion points of the EC, and we trust this will be valuable to the EC and its mission, but also to our sport as a whole.
- Safeguarding Procedures: A highly important topic not only for Cheer but all sports, the EC discussed the ICU Safeguarding Procedures and the need to background check coaches and all entourage members for the safety of the athletes. This is essential, needs to be in order and is of course mandatory at major events, like the World Championships. However, it is different country by country and can be a challenge and difficult to assure implementation due to the level of development of the country or how strict enforcement is by country. The

EC discussed and suggested to have countries who may be advanced in Safeguarding Procedures to share their experience and procedures with other nations. After all, a National Federation will have challenges, some different and some the same, as other National Federations, but a shared experience in this area would be beneficial to those countries who need the most help. Even for countries with good Safeguarding procedures in place, improvement is always the goal, to make the procedure faster and more efficient – creating great cooperation for all stakeholders within a country, but also enhanced cooperation between countries. The goal of this is to make the future of Safeguarding faster, more effective – and most importantly – to make our sport’s environment for our athletes even more safe. More on this, but the EC would like to expand more and more the share the experiences of our National Federations

- Video Promotion: This has been a topic of discussion for the EC for many years, and we are proud to show this to you today. One essential element to make the Entourage a positive influence on the athletes – and not a bad influence, is awareness. Awareness of why we are all here. Also, to show how an important Entourage member, like a coach, can make a positive impact on an athlete – and what attributes are needed for this to make an impact on any athletes. Therefore, the point of this video project – was to raise awareness and to make the role of an Entourage member more personal and impactful to influence future behavior – by also providing a platform of listening to the athletes and what the athletes say about the relationship, of a coach in this example, and drive that message to all coaches and Entourage members. Enjoy!  
VIDEO #1 IS PLAYED: “FOR THE ATHLETES...”  
VIDEO #2 IS PLAYED: “THE BEST COACH IS...”
- Summary: The EC expresses appreciation to ICU President Webb, Secretary Olson and everyone who participated in the videos and to the ICU staff who worked in the creation of the videos. The videos will be played in the venues this week, and you can watch for these videos on social media, on the internet, and on video screens at Cheer events all year. Asks for questions (*no questions*)

ICU President Webb thanks EC Chairperson Britvic for his report and for his great work and the work of the EC. Also, expresses appreciation to Janna Thomas and the ICU staff for creation of the excellent videos. Feels next year there will be more videos (a few laughs from the AGM). This shows what the ICU and the entire ICU family are all about, and looks forward to seeing the videos shown in all venues throughout the World Championships Week

#### **d. ICU Ethics Committee**

##### **Michael Jacki, ICU Ethics Committee Chairperson**

Expresses appreciation for the great work of the ICU Ethics Committee and compliments Chairperson Britvic’s report and the Entourage Committee videos – an excellent representation what the ICU represents. Moves onto the report of the ICU Ethics Committee. Highlights that the work of many committees crossing-over to other committees which is good as important topics are thoroughly reviewed at all levels, in its shared mission, by the ICU organisation. The summary of the Ethics Committee meeting is as follows:

- Review/Update of ICU Current Documents: Perhaps not an exciting topic to discuss as this is an ongoing initiative of the Ethics Committee; however, it is extremely important and also to remain current year after year. Mentions that every year, the Ethics Committee reviews all of ICU’s ethics documents, which a majority are also on the ICU website, to be sure they are

accurate and current, including documents such as the Code of Conduct and NDAs for ICU judges and officials. Also mentioned often, as a sport that is “judged”/officialled subjectively, this review and documentation process is incredibly important for the ICU and the Sport of Cheer. Credit to the ICU and the ICU Technical Committees for the leadership, as 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

- Safeguarding Documentation: A paramount subject for all sports, abuse of all kinds exists, and we all must be forever vigilant on safeguarding our athletes, and protecting our athletes is the most important matter of the ICU. As Safeguarding processes become more sophisticated globally, the Ethics Committee will be reviewing best practices from other International Sports Federations and will continue to update the processes and documentation that the ICU already has in place. Enormous steps have been taken by the ICU for background checks of coaches and all entourage members starting in 2022, and more work will follow as Safeguarding policies continue to evolve and to me more effective – as Chairperson Aljaz Britvic also mentioned
- Gender Equity Policy: The Ethics Committee also discussed this matter in significant detail again as well, as it is an important matter for all sports – but continues to improve. It is important to highlight that Paris 2024 will have a 50/50 gender representation at the Games, which is an important achievement. Cheer has different issue where the majority of our athletes are female; however, as the footprint of our sport grows so does the interest all male athletes and all genders. The Ethics Committee will always review best practices of other sports and initiatives on this subject by other IF and the IOC, and we will make recommendations to always target for Gender Equity in our sport
- Protection of the Integrity and Image of the ICU: As mentioned previously, ICU has a robust sports integrity programme in place for its officials and scoring – we are proud of this and protection of the integrity of our sport is paramount. Additionally, ICU and the Sport of Cheer potentially have a disadvantage on image of what Cheer is, through many years of misrepresentation of our sport through media, movies, television, and in some cases through some professional sport leagues as well. However, it is all of our responsibility to assure that the Sport of Cheer is presented in a manner that reflects the true athletic talent, skill and hard work of our athletes – and that we promote the Sport of Cheer in the format that fans will see here at these World Championships. Because of this, years ago, ICU has passed and has implemented athlete image policies that are in the ICU rules in this regard, this includes choice of uniform, presentation of our sport that is deemed Olympic. The key is consistency and promotion of the Image of Cheer, as it is in the ICU athletic format, to all stakeholders, to the general public and sport administrators. We owe this to our athletes.
- Ethics Committee Summary: In summary, the ICU Ethics Committee expresses appreciation to the ICU family on the incredible 20 years of the ICU and what we all have accomplished together. The credit is to you, the National Federations, and through the hard work of our coaches, officials, and athletes, with the support of family, friends and our fans world-wide. Although it may seem boring at times, the work of the ICU Ethics Committee, documentation review, guidelines, policies and procedures that we have implemented to support the integrity of our sport, is very important. Thank the AGM for all they do and concludes the ICU Ethics Committee report. Asks for any questions (no questions).

ICU President Webb thanks Ethics Committee Chairperson Jacki for his report, introduces ICU Councilmember for Africa and Performance Cheer Technical Committee Member Wayne Oberem for the report of the ICU Performance Cheer Technical Committee:

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

**Wayne Oberem, ICU Councilmember (Africa) & ICU Technical Committee Member**  
Expresses appreciation to Performance Cheer Technical Committee (PCTC) Chairperson Liz Rifino for her leadership and the entire PCTC for excellent thought and discussion for the ongoing effort to improve Performance Cheer within the ICU. The ICU Technical Committee Meeting summary as follows:

- Performance Cheer Time Limit to 2 Minutes (2:00): A great deal of robust discussion on this topic, in the TCPC and within the breakout meetings. This discussion began over a year ago, and for reasons of routine quality, where many skills beyond 2 minutes of the music routine did not add to the quality of the routines- providing a better experience for the athletes and spectators, and also better for television broadcast and streaming for presentation of our sport. The PCTC agrees and supports a move from 2:15 to 2:00 for the routine in 2025
- Introduction of Novice & Intermediate Levels: Excellent discussion on the idea, like Cheerleading has now, adding lower skill level requirements for each of the ICU PC genres. The World Championships level seen this week, would be the highest level of skill; however, for PC development worldwide, and to encourage new participation at the grass roots level, the PCTC discussed adding 2 lower tiers where Intermediate would be 1 skill level lower than what is seen this week, perhaps called “Premier”, and at the very introductory level, this would be called Novice - which exists in some ways with the Special Olympics teams now, but will be great for younger teams and new teams to the sport. The idea is to keep the terminology similar to the Cheerleading levels. At this point, this was only a beginning of discussion with the PCTC, but the PCTC agrees with the idea, and more discussion is warranted to develop or further refine rules for the Notice and Intermediate levels for each genre
- Broadening both Online and In-Person Education: With the development of technologies of the past years, the PCTC discussed the broadening of education both on-line and in-person. Previously, PC education was provided in-person with educators traveling to each continent and sharing their information and knowledge. The in-person education was and superb and is still perhaps best within no reason to stay from this; however, Zoom style technology broadens the ability to reach more countries and the PCTC is in full support to expand in this was as well. With the introduction of new levels for each genre, which is exciting, there will be a greater need to broaden our education platform and a mix of Online and in-person education formats will achieve this – more to follow on this of course
- Abbreviated comments from Judges at the World Championships: Ladies and Gentlemen, the judges and officials are under a lot of pressure to score effectively, but also to provide comments to the teams and coaches – which is more and more the expectation at all competitions. The judges are happy to provide this; however, to me more effective, the PCTC discussed the idea of introducing Abbreviated Comments at these World Championships- instead of full comments. In this way, feedback and comments can continue, but it can also allow the judges to be effective in their scoring under the time pressures that can be present. There is no need for AI to creep in here, as integrity is important – but the PCTC agrees that Abbreviated Comments and establishing a common method to do so, will be beneficial to all

- High Kick at the ICU World Cup Korea: High Kick has been a discipline of the ICU since the beginning of the ICU, as it has been around for decades at the National Championship level and in many countries world-wide. The PCTC agrees to add this to the ICU World Cup in Seoul Korea this November, provide this opportunity globally and watch participation to see if its popularity continues to expand as it has been for many decades in the USA and many other countries. Our plan is to hold this in Korea and see where it goes from there.

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

ICU President Webb thanks ICU Councilmember and Performance Cheer Technical Committee Member Wayne Oberem for her report, introduces Martin Tus for the report of the ICU Cheerleading Technical Committee:

**f. ICU Technical Committee - Cheerleading**

**Martin Tus, ICU Technical Committee Member**

Committee Member Tus thanks ICU Cheerleading Technical Committee (CHTC) for the successful discussions on many important topics, with recommendations included. Presents the CHTC Committee Meeting report as follows:

- Cheer Music Time Limit 2 Minutes (2:00) & Overall Routine Time Limit 3 Minutes (3:00): Similar to the PCTC and the Performance Cheer 2 minute discussion, Cheerleading also had a robust discussion on this topic. This started in 2023, and CHTC Chairperson Mike Cooper discussed with at the European Congress that was held in February, and with questions answered there was a great deal of consensus on the topic. In a same many, beyond 2 minutes of the music routine did not add to the quality of the routines – and would provide a better and safer experience for the athlete, and also better for television broadcast and streaming for presentation of our sport. With the Cheer and the lengthy entrances and time between the Cheer and the routine – that has developed over time, the CHTC agreed that 2:00 for the music routine is best AND 3:00 for the overall routine would be best in 2025 – to keep this easier and cleaner for the teams when they put their routines together. Overall, with much discussion and debate, the CHTC is in favor of 2:00 for Music and 3:00 Overall for the Cheerleading routines in 202
- Streamlining Rules Course & Certification for ICU Legality Officials: As the sport grows and expands, there is a growing need for all competitions to have qualified ICU Legality Officials to assure all competitions run safely but also to catch misinterpretation of rules in the warm up areas, to assure the athletes have their best experience – and to achieve this, having qualified ICU Legality Officials is important. The CHTC had discussed this, and with rule gurus like Dana Fielding and Ursula Hann and a few of us on the CHTC, we discussed the idea of introducing an ICU Streamlined Rules Course to be provided to individuals who have completed the ICU Green / Rules Course. By providing an ICU Streamlined Rules Course, the CHTC feels we can expand our population of ICU Legality Officials with high quality in all continents – which will be beneficial for the growth of our sport. Exciting development
- Expanding current Online and In-Person Education: Much of this was already presented in the PC Technical Committee presentation, and the CHTC fully agrees – so there is no need to repeat what was presented previously, but with our technologies now in hand, Cheerleading plans to also expand education opportunities online and in-person
- Abbreviated comments from Judges at the World Championships: Also the same as the PC Technical Committee presentation. The CHTC agrees with the Abbreviated Comments plan

and also is looking plans to move forward with the idea, but also in coordination with the PCTC to assure consistency between PC and CH on the Abbreviated Comment format

- Additional Divisions and Categories for ICC 2025: As everyone knows, the ICC was introduced in 2023 for Club teams in the ICU format, and we have seen growth for the ICC in 2024. One subject came up during the CHTC, and that was for the introduction of team competition with smaller team sizes, like 16 athletes, and with the idea of no tumbling. A number of countries have asked about this, and non-tumbling has been one of the fastest growing divisions at Worlds, so the CHTC discussed the idea of testing this at the ICC 2025. Plus, the small team size is better for ICU as it looks to Multi-Sport Games; therefore, the CHTC discussed this as an idea for growth and enhance opportunities for our Sport.

Cheerleading Technical Committee Member Tus concludes the presentation by the ICU Technical Committee for Cheerleading, asks for questions (*no questions*). ICU President Webb thanks Cheerleading Technical Committee Member Tus for his report, and he excellent work by all of the ICU Committees.

ICU President Webb Continues by highlighting ICU's increase of events, like the Continental Championships, the World Cup, and other ICU events, it has become clear that standards must be establish for operations of all ICU events. For all events, although there is always the best of intentions, the execution of each ICU event, good and bad, is a reflection of our Sport and the ICU brand. In turn, this affects each member of the ICU family in a good or a bad way. With the goal to establish brand quality with standards.

With this goal, ICU President Webb introduces a person with a great deal of experience in administering competitions, including years of delivering very successful European Championships; ICU Ex-Officio Committee Member and ICU Championships Committee Chairperson Tone Sparby for the report of the ICU Championships Committee:

**g. ICU Championships Committee**

**Tone Sparby, ICU Championships Committee Chair**

Chairperson Sparby thanks the ICU, and ICU President Webb for the appointment to this important Committee to help coordinate the schedule and quality of ICU Championships world-wide. Much work is underway, including a Championships meeting earlier in the day. Presents the Championships Committee Meeting report as follows:

- Best Practices Handbook w/ Branding Guidelines: As ICU President Webb had mentioned the expansion of so many competitions are underway world-wide which is a reflection of the incredible work of the ICU National Federations, but also all stakeholders, coaches and athletes, who are creating teams and looking for high level opportunities. For this reason, it is essential for the ICU to establish standards – not only for quality events for the athletes but also for the ICU brand. From years of running the European Championships and other events, there is a great basis to establish a Best Practices Handbook with Branding Guidelines. The meeting in Orlando today and with key people running the World Championships this week – will be essential to put together this handbook, but this is underway and will be a great tool for others to use to assure great quality and standards as the ICU footprint continues to expand globally
- Secure Advanced Scheduling of Events: This started last years, as some continents were not fully out of the aftermath of the pandemic, but there is tremendous importance to strategically schedule ICU events to provide the best competition schedule for the athletes, teams and National Federations. For countries within close proximity, this isn't always controllable, but the



sharing of quality judges can be difficult if there is a conflict of weekend for example – but also it is important to schedule international competition effectively, should teams want to travel and enjoy the experience of a well-planned annual calendar. This is a big project, but assistance will be needed by National Federations to help provide their local and international event information, so this can be effectively coordinated

- Review Existing Championships: On the idea of Best Practices and for the handbook, reviews of existing Championships will be underway to see what can be shared with others to help support all ICU events to be there very best. Should any of these events have some shortcomings, it will then be helpful for the Championships Committee to provide support to help lift the level of all competitions in the ICU family. More to follow
- Establish Bid Documents with Tiers: With the massive project of many events on the annual calendar already and request for Major and Regional events as well – for example, a request for an ICU Balkan Championships, Bidding Documents and procedures are being developed to make this process clear, transparent, and efficient for all who are requesting events
- Regional Requests: As mentioned, we are receiving requests for ICU Regional events as well, like the ICU Balkan Championships request just mentioned; therefore, the plan of the committee is to establish annual calendars in advance in order to provide, as best as possible, Continental and Regional Championships events that will provide excellent and high quality event opportunities for our athletes – including areas of the world that may have limited event opportunities at the moment
- Summary: It is an honour to serve as the Chair of the ICU Championships Committee and thanks President Webb for the confidence. As stated, there is much to do, and there are some major competitions coming very soon with significant work already underway. I look forward to more dialogue with everyone, and for wonderful progress and quality of ICU Championships around the world

President Webb thanks Cheerleading Championships Committee Chair Sparby for her report and reiterates the significant work of such an appointment and congratulates her for the work underway. Expresses appreciation to all Committees and Commissions for their reports, asks for any questions (no questions).

ICU President Webb introduces ICU Treasurer John Nichols for the Treasurer's Report.

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

ICU Treasurer John Nichols explains that the Treasurer's report will be different than the 2023 Treasurer's Report, because at the previous AGM there were a number of matters being resolved due to a change to the de-centralized World Championships Week accounting process between ICU, USASF and Varsity Spirit for the prior year's World Championships; however, these have all now been resolved.

Prior to presenting the 2024 Treasurer's report, ICU Treasurer Nichols expresses the importance to review the ICU financial history – to indicate the new phase of ICU that is different than the period of the inception of the ICU until 2020 (the pandemic) and from 2020 until today. Prior to 2020, ICU's primary source of revenue was the World Championships, and money borrowed and loaned to ICU by Varsity Spirit (VS). VS forgave about \$4 million USD to the ICU and was ICU's largest funding resource to that point. For 2021 and 2022, President Webb was able to negotiate a \$2 million dollar contribution from VS; \$1 million for each of those 2 years. From 2023 on, this has now changed, and ICU cannot rely on VS as a funding resource. Although there is still a great relationship with VS, this

is a new phase where ICU must become independent, and this is underway. The 2024 Treasurer's Report is as follows:

#### **a. ICU Financials 2022 (Actual) Review**

- Income:
  - World Championships, Contributions, Dues and Education: In 2022, as the come-back year of the World Championships, 2022 was a strong year financially for the World Championships with fewer countries attending prior to the pandemic; however, many more athletes per country than expected. World Championship income netted \$1.1 million. With the VS contribution of \$1 million in 2022, the annual IOC Development Contribution of \$32,000, Annual Membership dues of \$43,000, Education program income generating \$63,000, 2022 generated \$2.24 million in revenue for the ICU
- Expenses:
  - National Federation Development & Education: With the pandemic subsiding In 2022, ICU resumed its activities once again in assisting with National Federation & Sport Development globally with the return of in-person education resulting in \$285,000 in expenses
  - IOC, SportAccord, World Games, National Sport Authority Recognition & WADA: Like all sports, in 2022, ICU resumed its work and meetings with the IOC, SportAccord, IWGA (World Games), Special Olympics, continued the important work for National Federation Recognition and re-started the WADA/Anti-Doping initiative for global events, resulting in \$301,000 in expense
  - Overhead/Administrative and Legal Services: ICU annual meetings returned in 2022 with an expense of \$76,000, as well as Legal and Professional Service expenses of \$281,000; and full administrative operations of the ICU including Office, Maintenance, Utilities totaling \$148,000; Supplies, Equipment, Software \$81,000, Promotion/Marketing \$57,000 and the largest expense of Payroll, Tax, Insurance of \$732,000 in 2022
- 2022 Result:
  - Net income result was \$243,400 in 2022; however, as mentioned previously, the VS contribution of 2022 was not available to ICU in 2023; therefore, the challenge in 2023 was to hold costs down and generate additional revenue to make up the difference

#### **b. ICU Financials 2023 (Actual)**

- Income:
  - World Championships: An excellent event in 2023, as more countries returned to the World Championships, slightly higher expenses due to inflation with \$795,900 in net revenue
  - Contributions & Dues: As noted earlier, the Varsity Spirit (VS) contribution of \$1 million is no longer an income line item for 2023 with a VS loan of \$415,000 to be repaid. The annual IOC Development Contribution of \$32,000 continued in 2023, and annual ICU Membership dues increased a little to \$48,000
  - World Cup: ICU was thrilled to hold the 1st World Cup in Seoul, Korea this year, adding a hosting rights fee of \$320,000 which is a step in the right direction to assist the ICU bottom line in 2023
  - Education (in-person and on-line): The Education Programme continues to improve, with the addition of the on-line platform which has expanded its reach since its establishment during the pandemic, generating \$179,100 (a \$116,600 revenue increase v 2022)

following substantial investments in the technology to support the platform. Also, endorsed by the IOC, this is an exciting development with more potential looking forward

- **Income Summary:** Despite the loss of the VS contribution in 2023 as expected, the addition of the World Cup and growth in the Education Programme revenue, ICU's income came in about \$300,000 less in income than in 2022; however, this was a better than expected with a few nice developments within the year
- **Expenses:** The objective for expenses in 2023 was to hold down costs for year over year, despite global inflation and this was achieved. However, the ICU 2023 expenses were only about \$16,000 less than 2022 with the world fully returning to pre-pandemic levels. The additional breakdown is as follows:
  - **Utilities, Office, Supplies, Payroll, Insurance, Legal:** As the largest portion of the expenses includes and are mostly reflective of inflation and increased activities. In 2022, these lines items incurred an expense of \$1.24 million and in 2023 these items collectively incurred the expense of \$1.12 million, with a savings in a reduction of \$130,000 in legal expenses in 2023 v 2022.
  - **National Federation & Sport Development Funding:** We believe a cornerstone to ICU's success has been to assist countries in their development. The world has seemed to almost return to pre-pandemic levels, and requests continued for development assistance. As mentioned, the ICU objective was to hold down costs year over year; however, global inflation and ICU's commitment to our sport led to a \$120,000 increase in ICU's spending to assist country development, totaling in \$411,200 as the expense in global sport development in 2023.
  - **IOC/SportAccord & WADA:** With the ICU's Olympic recognition and as our event hosts know, ICU has been working for more of our event hosts to pay the testing / anti-doping program fees associated with their ICU event. Therefore, ICU's WADA expenses dropped by \$20,000 (\$100,000 to \$80,000) in 2023. Additionally, SportAccord/GAISF re-organized itself in 2023 with fewer events, showing a decrease in this expense line item by \$60,000 in 2023. IOC expenses remained the same in 2023 v 2022.
  - **Education Support:** To compliment ICU's in-person and on-line education, ICU has invested in elevating our technical abilities, including the education platform, Member365, and also supplies to support the growth in on-line and in-person education requests, noting a \$70,000 increase in Education Programme support for 2023.
- **Expense Summary:** For 2023, with global inflation as a major point of consideration, overall expenses were close to flat with \$1.99 million in 2023 v \$2 million in 2022.
- **2023 Result:** In total, the 2023 expenses were basically flat versus 2022, and revenue is down in 2023 as expected with the income \$450,000 less than 2022. This led to a \$200,000 loss for 2022 which cut into our \$234,000 net from 2022; however, we believe this is a positive result with our first year without the VS contribution.

#### c. ICU Budget 2024

- **Budget Income:**
  - **World Championships:** The 2024 World Championships currently has over 4,000 athletes registered and with these numbers, we are budgeting \$1.3 million in revenue in the 2024 budget which reflects these participation numbers.
  - **Contributions & Dues:** 2024 will be our 2<sup>nd</sup> year without the Varsity Spirit (VS) contribution of \$1 million; however, the annual IOC Development Contribution of \$32,000 will continue in 2024, and we anticipate as ICU members continue to develop and to receive

- local National recognition that annual Membership dues to continue to increase to \$58,000 in 2024.
- World Cup: The 2<sup>nd</sup> edition of the World Cup in Seoul, Korea will return in 2014, adding a hosting rights fee of \$300,000 again which is a step in the right direction to assist the ICU bottom line in 2024.
  - Education (in-person and on-line): The Education Programme continues to grow which is wonderful to see, including the on-line platform and we anticipate \$280,000 in gross revenue here in 2024.
  - New Developments: As many know, within the past year, we added the ICU merchandise line, and we anticipate \$60,000 in gross revenue. We are also launching the on-line ICU Athlete Education Programme this year budgeted to earn \$60,000 in income as well. Finally, we have earmarked \$100,000 in income for sponsorships as a this is always an important initiative for the ICU.
- Budget Income Summary: In our 2<sup>nd</sup> year of no VS contribution, the 2024 World Cup rights fee and growth in the Education Programme and new initiatives mentioned, we are budgeting \$2.2 million in revenue for 2024.
  - Budget Expenses: With global inflation underway, the objective again for expenses in 2024 is to hold down costs; however, looking to 2024 ICU's goal is to continue to provide support to our National Federations and our Sport, with ICU expenses increasing by \$80,000 or 4% in 2024 v 2023. The additional breakdown is as follows:
    - Utilities, Office, Supplies, Payroll, Insurance, Legal: As the largest portion of the expenses includes and are mostly reflective of inflation and increased activities. In 2023, these lines items incurred an expense of \$1.12 million and in 2024 we budgeted \$1.2 million.
    - National Federation & Sport Development Funding: An important initiative which has been a cornerstone ICU's success, we are budgeting \$440,000 here – a slight increase of \$30,000 over 2023.
    - IOC/SportAccord & WADA: As ICU is working for more of our event hosts to pay the Testing / Anti-Doping program fees associated with their ICU event and more on-line education programme offerings for Anti-Doping education. We anticipate a drop in costs here in 2024, and SportAccord/GAISF & IOC expenses remain relatively the same.
    - Education Support: ICU plans to upgrade the on-line education platform, showing a slight increase of \$17,000, and we budgeted Education supplies to be flat in 2024, due to a majority of the support expenses that were paid in 2022 and 2023.
  - Budget Expense Summary: For 2024, with global inflation as a major point of consideration that we cannot ignore, overall expenses are budgeted for a slight increase from \$1.99 million in 2023 to \$2.07 million in 2024, an increase of \$80,000.
  - 2024 Budget Result: As an overview, 2024 income and expenses are budgeted to have slight increases showing a small profit of \$124,000 at the end of 2024.
  - Looking Forward: As discussed at the beginning of the Treasurer's Report, the challenge in 2023 and 2024 has been to replace the VS contribution and many measures have been put in place over the last 2 years. An important item that was discussed with the ICU Governing Council during the Treasurer's Report there yesterday, is the importance for the ICU to develop a cash reserve. The Governing Council has recommended a cash reserve of 1 year of operating costs. This is very relevant today, as no one had anticipated the pandemic that hit the world 4 years ago, so this is an important topic. This was a discussion during the Governing

Council meeting, with more discussion to follow; some ideas to generate that reserve to reach \$2 million in real dollars.

**d. Discussion**

ICU Treasurer John Nichols thanks the General Assembly for their attention, asks for any questions regarding the ICU Treasurer's Report or the 2024 ICU Budget (*No questions or further discussion*)

**e. Adoption of the ICU 2024 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, asks AGM for any questions or comments for Treasurer Nichol (*No questions or further discussion*). ICU President Webb asks for a motion to approve the ICU 2024 Proposed Budget:

"RESOLVED, that the financial statements for years 2022-2023, and the budget for 2024, as recommended for approval by the Governing Council, are accepted and approved"

Action:

- Discussion: No further discussion
- Motion by Austria
- Seconded by United Kingdom
- VOTE:            In Favor: 45            Opposed: 0            Abstention: 0
- Motion carries, the budget for 2024 is accepted and approved

*President Webb thanks ICU Treasurer John Nichols for his work, and for his report. Adds a comment that the cash reserve discussion is an important initiative during this independent phase of the ICU, with more discussion with the USASF organization as well to help expedite this process. Suggests a 10-minute break to return to the topic of Membership, as the next agenda item.*

**BREAK**

**8. ICU Membership – ICU President Jeff Webb**

President Webb reviews that, as discussed in the Continental Breakout meetings, the ICU has a number of Membership items to present to the AGM for a vote. Following the feedback from the ICU National Federations in the Continental Breakouts on the ICU Membership proposals, the ICU Governing Council met, and puts forth 6 recommendations regarding ICU Membership.

In general, there was strong agreement, through all of the meetings, regarding these 6 membership recommendations which only strengthen the ICU and its members within the ICU Family. Upon the recommendation of the ICU Governing Council and without any objection, the plan is to process these 6 ICU Membership items in 2 voting slates:

**The first ICU Membership vote (#1) will be for Romania – a change in membership.** As discussed, ICU's current Provisional Member Federation is the Romanian Majorettes and Cheer Association (RMCA). RMCA has officially resigned from ICU in order to focus on its core competency of Majorettes in the country and has endorsed Cheer Sport Romania (CSR), who has a focus on Cheer, for ICU Provisional Membership.

**The second ICU Membership vote (#2) will be a slate for 5 countries – a change in status:** There is 1 new Provisional Member application (Costa Rica), 2 Provisional Members requesting to be admitted as a Full ICU Members (Botswana and Israel), and the recommendation to move 2 Full ICU Members to Provisional status (Rwanda & Saint Kitts and Nevis) due to their inactivity for the past few years.

ICU President Webb shows the slide for ICU Membership Item #1 (Romania) and asks for any further discussion or questions (*no further discussion of questions*). Without any further discussion, asks the AGM for a motion to vote:

- **ICU Membership Item #1: ROMANIA**

“RESOLVED, as recommended by the ICU Governing Council, the General Assembly approves the removal of current Provisional Member Federation, Romanian Majorettes and Cheer Association (RMCA), and the admittance of Cheer Sport Romania (CSR) as a Provisional Member Federation in its place”

Action:

- Discussion: None
- Motion by Slovenia
- Seconded by Chinese Taipei
- VOTE: In Favor: 45                      Opposed: 0                      Abstention: 0
- Motion carries. Romanian Majorettes and Cheer Association (RMCA) is removed as the ICU Provisional Member Federation for Romania, and Cheer Sport Romania (CSR) is admitted as the ICU Provisional Member Federation for Romania

*President Webb congratulates CSR on the positive vote and its admission as the new ICU Provisional Federation Member for Romania - looks forward to great progress in Romania moving forward.*

President Webb moves onto the next slide and asks for discussion regarding ICU Membership Item #2 for Costa Rica, Botswana, Israel, Rwanda, and Saint Kitts and Nevis (no discussion). Without further discussion, President Webb asks for a motion to vote on ICU Membership Item #2.

- **ICU Membership Item #2: COSTA RICA, BOTSWANA, ISRAEL, RWANDA, SAINT KITTS AND NEVIS**

“RESOLVED, as recommended by the Governing Council, the General Assembly approves the following actions:

COSTA RICA (Federación de Porrismo - FADEPA)	Admit as Provisional Member Federation
BOTSWANA (Botswana Cheerleading Federation – BCF)	Current Provisional Member Federation; Admit as Full Member Federation
ISRAEL (Israeli Cheer Union-ISCU)	Current Provisional Member Federation; Admit as Full Member Federation
RWANDA (Rwanda Cheerleading Association-RCA)	Current Full Member Federation; Change to Provisional Member Federation
SAINT KITTS AND NEVIS (Saint Kitts and Nevis Cheerleading Association-SKNCA)	Current Full Member Federation; Change to Provisional Member Federation

Action:

- Discussion: None
- Motion by Poland
- Seconded by Germany
- VOTE:            In Favor: 45            Opposed: 0            Abstention: 0
- Motion carries. Costa Rica (FADEPA) is admitted as an ICU Provisional Member Federation; Botswana (BCF) and Israel (ISCU) are admitted as an ICU Full Member Federations; and Rwanda (RCA) and Saint Kitts and Nevis (SKNCA) are changed from ICU Full Member Federations to ICU Provisional Member Federations.

*President Webb thanks the ICU Annual General Assembly for the vote and confirms that ICU's Membership has now reached 120 National Cheer Federations. Congratulates Costa Rica (FADEPA) on its admission as the new Provisional Member of ICU. Congratulates Botswana (BCF), and Israel (ISCU) on their admission as an ICU Full Members. Thanks the AGM for the excellent discussion, review and vote on the ICU Membership matters – with impactful decisions that further strengthens the ICU, the ICU Membership and the Sport world-wide.*

President Webb tells the AGM that prior to discussion on to the next AGM topic, for the sake of time, he has asked ICU Event Director Chantal Canales-Garcia to review important items of the Junior World and World Championships next to be sure the ICU Membership is fully informed of the housekeeping items for the weekend, and also to answer any questions while everyone is in one room. Introduces ICU Event Director Chantal Canales-Garcia.

**9. World Championships Reminders – Chantal Canales-Garcia**

Chantal Canales-Garcia thanks President Webb for the introduction and welcomes the AGM to Orlando for the World Championships that will host over 4,000 National Team athletes, many months of preparation have led to this moment, and in the next day, ICU's pinnacle event will begin. Reviews some reminders on the schedule and a few new items for the 2024 ICU Junior World and World Cheerleading Championships:

**Opening Ceremonies – Wednesday 24 April 2024**

• **Junior World Championships Welcome**

- Location: Same as last year – The State Farm Fieldhouse
- New: Red wristbands will be required
- Reporting time for Junior and Youth Teams: 10:15 AM
- Junior World Championships Welcome begins: 10:45 AM

• **Opening Ceremonies Rehearsal**

- Each country must send 2 athlete representatives
- Location: The Arena at 13:00 / 1 PM

• **Opening Ceremonies**

- Location: Same as last year – The AdventHealth Area
- New: Blue wristbands will be required
- Reporting times for teams
  - 18:00/6:00 pm – 18:15/6:15 pm: Countries A-M to NorthWEST Pavilion
  - 18:15/6:15 pm – 18:30/6:30 pm: Countries N-Z to NorthEAST Pavilion
- Opening Ceremonies begins at 19:00/7 pm (doors for spectators opens- 18:30/6:30 PM)

**Venue Updates**

- **Federation Delegate priority seating in the Arena**
  - Opening Ceremony on Wednesday in middle / center section
  - Thursday/Friday in bleachers in front of judges' loft
- **Additional security screening at ESPN Wide World of Sports**
  - Please allow additional travel time for parking and security screening at the event
  - For Walt Disney World property rules and prohibited items, please visit [DisneyWorld.com](http://DisneyWorld.com)

#### **Pom & Hip Hop Doubles Finalists Announcement**

- Reminder from the schedule (New): Pom & Hip Hop Doubles Semi-Finals will be held on Wednesday morning at Athletic Center
- Announcement of the finalists will be on-line (ICU website & social media) at 21:00 / 9 PM Wednesday evening – following the Opening Ceremonies

#### **ICU App / National Federation Delegate access area**

- New on the ICU App: National Federation Delegate access area
- Sign up & log in with your email address used to access the m365 portal
- Upper right-hand dropdown will see “Federation Delegate”
- Need help? Email [portal@cheerunion.org](mailto:portal@cheerunion.org)
- Also have this feature & access area for coaches!

#### **Priority Viewing for Premier Division Finals**

- Friday Finals for Coed & All Girl Premier Divisions
- 100 tickets provided per team for priority viewing
- These tickets will be given out to the Coach when they draw for order for Finals
- Must have entrance into ESPN Wide World of Sports and the team tickets to get into Priority Viewing. All others must sit in general seating

ICU Event Director Canales-Garcia completes the World Championships review asks for any questions (*no questions*).

ICU President Webb adds that there are many things to remember with such a busy week ahead and reminds AGM to ask staff at any time with any questions or requests for additional help during the World Championships Week. Thanks ICU Event Director Canales-Garcia for the presentation and for the work on the World Championships.

#### **10. President Remarks – ICU President Jeff Webb**

ICU President Webb mentions to the AGM that for past AGMs, it has been common to have the Secretary General's Report and then the President's Remarks; however, with the great progress of the ICU and years of working together – regarding many in the AGM as good friends, President Webb suggests that he'll provide his remarks in a different format this year:

- Although the ICU is a highly regarded International Sport Federation globally; by the IOC, the International Sport Community and Governments around the world, as friends, the President's Remarks will include straight talk, not sugar coated, speak on the good and the bad. Seeking input and feedback, emphasizes working together to identify issues - good and bad - that are important to our sport, and with a goal to continue to work together in the right direction for the benefit of our sport and our athletes
- ICU President Webb takes the floor for the ICU President Remarks/Speech: “Progress through Solidarity”.  
Concludes remarks, asks for any questions (*no questions*)



## **11. Approvals – ICU President Jeff Webb**

Prior to the topic of Proposals, President Webb reminds the AGM that ICU’s attorney (present in the AGM), Danika Mendrygal, provides ICU its usual list of annual housekeeping items for good governance. Each year, Counsellor Mendrygal asks the AGM to vote on these items to basically approve the ICU Governing Council and Executive actions over the past year. Following the ICU reports and many meetings over the past days of ICU Annual meetings, the timing seems appropriate to present this for discussion and for a vote at this point of the AGM.

ICU President Webb shows the following APPROVAL slide and asks the AGM for any discussion or questions from the floor:

- **APPROVAL: RATIFICATION OF ADMINISTRATIVE AND OPERATIONAL ACTIONS**

“ICU management, Executive Committee, and Governing Council have advised the General Assembly, through various reports, of the administrative and operational activities on behalf of ICU since the general Assembly’s last meeting and the General Assembly has had the opportunity to review such actions;

RESOLVED, that the General Assembly approves and ratified he actions taken on behalf of ICU during such time period.”

ICU President reads the Ratification and asks for any discussion or questions (*no discussion or questions*). With no further discussion suggests the ICU AGM moves forward to a vote.

Action:

- Discussion: No further discussion
- Motion by Puerto Rico
- Seconded by Bulgaria
- VOTE: In Favor: 45                      Opposed: 0                      Abstention: 0
- Motion carries, the “Ratification of Administrative and Operational Actions” is accepted and approved

*President Webb thanks the AGM for the vote and returns to the next topic: Proposals*

## **12. Proposals – ICU President Jeff Webb**

President Webb highlights that a number of proposals were submitted from the ICU National Federations for discussion this week, including a number of topics and proposals that arose from the ICU Committee Meetings as well. After obtaining feedback and input from National Federations during the Continental Region meetings on these items, the Governing Council approved the following proposal to be presented to the General Assembly for a vote.

Expresses appreciation to the ICU National Cheer Federations, Committees and all who submitted their topics for discussion, some topics which have been in discussion for over 1 year. Also, expresses appreciation to all for the robust discussion on these topics of the past few days as well. Highlights the breakout feedback was also reviewed by the ICU Governing Council and there are 6 Proposals to review.

- **Proposal #1: Routine Music Time Recommended Adjustment for 2025 (Cheerleading & Performance Cheer)**

Prior to the pandemic, ICU moved the music portion of the routine from 2:30 to 2:15 (Cheerleading and Performance Cheer) and the ICU Technical Committees are recommending to move the music portion of the routine from 2:15 to 2:00 for 2025 to further enhance the quality of the routines and appeal of the sport.

Action Proposed by Governing Council: No action required. Governing Council approved the routine time change, upon the recommendation of the ICU Technical Committees and the Executive Committee and after a one-year study and one-year notice to member federations.

- **Proposal #2: Overall Routine Time Recommendation for 2025 (Cheerleading Only)**

With the Cheer and maximum 20 second break before the music portion of the routine, the ICU Cheerleading Technical Committee is recommending the total Cheerleading Routine time (Cheer, transition to routine, and music portion of the routine) = 3 minutes (3:00) total in 2025.

Action Proposed by Governing Council: No action required. Governing Council approved the routine time change, upon the recommendation of the ICU Cheerleading Technical Committee and the Executive Committee.

- **Proposal #3: Proclamation Request: ICU Councilmember Eligibility**

ICU Governing Council adopt eligibility requirements for an individual to be nominated to represent a Continental Region as a Councilmember: (i) such individual's member federation must be in good standing in accordance with the ICU Statutes at the time of nomination; and (ii) such individual's member federation must have participated with a full team (not doubles) in the ICU Junior World and World Championships within the past 3 years.

Action Proposed by Governing Council: No action required at this time. Governing Council approved and will consider recommending a Statutes change in 2025.

- **Proposal #4: Proclamation Request (Potential 2025 ICU Statute Request): ICU Councilmember At-Large Athlete Representative**

In the interest to provide more opportunities for ICU Athletes world-wide and to remain current on the Athlete interests globally, a request for the ICU Councilmember At-Large Athlete Councilmember term to be adjusted from 4 years to 2 years.

Action Proposed by Governing Council: No action required at this time. Governing Council recommends a Statutes change in 2025.

- **Proposal #5: Establish Sportsmanship rules for events and social media behavior as a template for all events in our Sport**

With the rise of social media, and absence of consequences for offenders of proper sportsmanship, a request to develop sportsmanship rules and guidelines to assist ICU members but also all events in our sport.

Action Proposed by Governing Council: No action required. A subcommittee of the Ethics Committee will be formed to consider and research the issue, and report to the Governing Council.

- **Proposal #6: For ICU PC divisions not available at IASF, add opportunities to the International Cheerleading Cup (ICC)**

In 2024, Youth Pom and Youth Hip Hop was not provided at IASF and it is requested to add this for the ICC 2025.

Action Proposed by Governing Council: No action required. Governing Council approved this change for 2025 and will consider additional divisions as requested and as needed.

*President Webb thanks everyone for their excellent discussion and feedback on the Proposals this past week and over the course of the year. Looks forward to implementing these ideas in 2025 to continue to enhance the sport. Asks for any further discussion (no further discussion).*

### **13. ICU Councilmember Elections – ICU President Jeff Webb**

President Webb continues onto the next topic: Elections. Continues in explaining the statutory process of Governing Councilmember elections; reviews the seven (7) representative positions and one (1) officer position with terms expiring, and presents the nominees put forward through the statutory process, as discussed in the breakout meetings (shows names of nominees - shown below).

ICU President Webb proposes, if without objection and for efficiency, to present the candidates in 4 slates for voting as these nominees are presented through different elections processes per the ICU Statutes: (i) Continental Region Representatives (3); (ii) At-Large Continental Representative (1); (iii) At-Large Athlete Representative; and (iv) At-Large Country of Origin and IASF (nonvoting) Representatives (2). Concludes that the vote for ICU Vice Presidents will follow the votes for the seven (7) Councilmembers.

#### **The 2024 ICU Councilmember Nominees are as follows:**

<b>Position</b>	<b>Name</b>	<b>Country</b>
Continental Region-Africa	Wayne OBEREM	South Africa
Continental Region-C. Am & Caribbean	Rose HERNANDEZ	Puerto Rico
Continental Region-Eastern Europe	Aljaz BRITVIC	Slovenia
At-Large Continental Representative	Pamela CHANG ESTEVEZ	Ecuador
At-Large Athlete Representative	David LAMONT	Jamaica
At-Large Country of Origin	Michael COOPER	USA
At-Large IASF (nonvoting)	Dana FIELDING	USA

#### **(i) ICU Continental Region Representative Councilmember Nominees**

ICU President Webb begins with the three (3) Continental Region Representative Nominees, all nominated by their respective Continental Regions and supported by the ICU Governing Council.

<b><u>Position</u></b>	<b><u>Name</u></b>	<b><u>Country</u></b>
Continental Region-Africa	Wayne OBEREM	South Africa
Continental Region-C. Am & Caribbean	Rose HERNANDEZ	Puerto Rico
Continental Region-Eastern Europe	Aljaz BRITVIC	Slovenia

The AGM is asked for any feedback or discussion (*no feedback and no discussion*), and President Webb asks for a motion to vote on the three (3) Continental Region Representative Nominees:

#### Action:

- Discussion: None
- Motion by Denmark
- Second by Poland

- Motion carries, the ICU General Assembly elects the three (3) Continental Region Representative Nominees to the ICU Governing Council

*ICU President Webb congratulates Wayne Oberem, Rose Hernandez and Aljaz Britvic on the positive vote to the Governing Council and looks forward to working together and for their ongoing and future contributions to the ICU.*

**(ii) ICU Continental Region At-Large Councilmember Representative**

ICU President Webb explains that ICU Councilmember Aljaz Britvic has stepped down from his position as the At-Large Continental Representative as the nominee for Eastern Europe term ending in 2028, and therefore, this position has a term to 2026. As the current President of the Ecuador Federation and former ICU At-Large Athlete Representative and ICU Vice President, Pamela Chang Estevez sought the nomination for this role, Ms. Chang Estevez is supported and nominated by the ICU Governing Council.

<u>Position</u>	<u>Name</u>	<u>Country</u>
At-Large Continental Representative	Pamela CHANG ESTEVEZ	Ecuador

The AGM is asked for any feedback or discussion (*no feedback and no discussion*), and President Webb asks for a motion to vote on Pamela CHANG ESTEVEZ (Ecuador) for the position of ICU At-Large Continental Representative Councilmember:

Action:

- Discussion: None
- Motion by Slovakia
- Second by P.R. China
- Motion carries, the ICU General Assembly elects Pamela CHANG ESTEVEZ as the At-Large Continental Representative to the ICU Governing Council

*ICU President Webb congratulates Pamela Chang Estevez on the positive vote to the Governing Council and looks forward to working together and for her ongoing and future contributions to the ICU.*

**(ii) ICU At-Large Athlete Representative Councilmember Nominee**

ICU President Webb reviews the process of the ICU At-Large Athlete Representative Nominee, that is recommended by the ICU Athlete Commission and nominated by the ICU Governing Council. Highlights David Lamont’s credentials as a 5-time Jamaica National Team Athlete, a current Coach in Jamaica. David is also currently active with the Jamaica Cheer Federation (JACF) and currently serving as the JACF Athlete Representative for the county:

<u>Position</u>	<u>Name</u>	<u>Country</u>
At-Large Athlete Representative	David LAMONT	Jamaica

The AGM is asked for any feedback or discussion (*no feedback and no discussion*), and President Webb asks for a motion to vote on David LAMONT (Jamaica) to be the ICU At-Large Athlete Representative Councilmember.

Action:

- Discussion: None

- Motion by Mexico
- Second by Korea (Rep of)
- Motion carries, the ICU General Assembly elects David LAMONT as the At-Large Athlete Representative to the ICU Governing Council

*ICU President Webb congratulates David Lamont on the positive vote to the Governing Council (David Lamont stands in acknowledgement to the AGM). President Webb highlights that he and Mr. Lamont have held discussions regarding David's ideas to help support countries in need of mats, equipment and support to help grow the sport – especially in areas of need. Compliments the AGM on the selection of David in this role, as someone already focused on the needs of the athletes in our sport.*

**(iv) ICU At-Large Origin of the Sport and IASF (nonvoting) Councilmember Nominees**

ICU President Webb reviews the process of the ICU At-Large Origin of the Sport Representative and IASF (nonvoting) Representative Nominees, nominated by USA Cheer and IASF respectfully, also endorsed by the ICU Governing Council. Adds that ICU At-Large Origin of the Sport Representative Nominee, Michael Cooper (USA), is no stranger to the AGM and has served as the Chairperson of the ICU Technical Committee since the ICU's inception.

For those who might not be familiar with Dana Fielding (USA): Dana Fielding the IASF nonvoting Representative Nominee, is the ICU/IASF Director of Rules and Standards (familiar to many in the warmup area of many ICU events & as an instructor of ICU Courses) and is a Member of the ICU Technical Committee. Additionally, Dana is the USASF Director of Rules and Scoring, the USASF ICU/IASF Liaison and the Director for The Cheerleading Worlds.

As mentioned, both nominees have been nominated by USA Cheer and IASF respectfully, with their nominations endorsed by the ICU Governing Council. Their terms will run to April 2028.

<u>Position</u>	<u>Name</u>	<u>Country</u>
At-Large Country of Origin	Michael COOPER	USA
At-Large IASF (nonvoting)	Dana FIELDING	USA

The AGM is asked for any feedback or discussion (*no feedback and no discussion*), and President Webb asks for a motion to vote on the two (2) nominees for the ICU At-Large Origin of the Sport and At-Large IASF (nonvoting) Representative Councilmember positions

Action:

- Discussion: None
- Motion by United Kingdom
- Second by Italy
- Motion carries, the ICU General Assembly elects Michael COOPER and Dana FIELDING as the At-Large Country of Origin and At-Large IASF Representatives to the ICU Governing Council

*ICU President Webb congratulates Michael Cooper and Dana Fielding on the positive vote to the Governing Council (Dana Fielding stands in acknowledgement to the AGM) and expresses his appreciation to all for the candidates and the AGM for their dedication to our sport. The Governing Council elections are now concluded, and the election of the two (2) Vice President Positions will be the next order of business.*

*Prior to the Vice President elections, ICU President Webb thanks outgoing ICU Councilmembers Victor MARTINEZ (Dominican Republic), Matt MCDONOUGH (USA) and although still serving within the ICU*

family, expresses great appreciation for their dedication and service for their time on the ICU Governing Council.

#### 14. **ICU Officer Elections – ICU President Jeff Webb**

With the ICU Councilmember elections concluded, in compliance with the ICU Statutes, the next order of business is the election of the two (2) ICU Vice Presidents. One Vice President, Yulia Sautina (Russian Federation), will not complete the remaining 2-year term. As discussed in the breakout meetings, the ICU Governing Council has nominated Wayne Oberem (South Africa) to be put forward for a vote of ICU Vice President to complete this term. Additionally, Pamela Chang Estevez (Ecuador) has been nominated to continue to serve in her role as ICU Vice President (and ICU Councilmember) to April 2026.

<b>Position</b>	<b>Name</b>	<b>Country</b>	<b>Term</b>
Vice President	Wayne OBEREM	South Africa	April 2026
Vice President	Pamela CHANG ESTEVEZ	Ecuador	April 2026

ICU President asks for any further discussion (*no further discussion*), and without any further discussion asks the AGM for a motion to vote on the two (2) Vice President nominees:

“RESOLVED, as recommend by the Governing Council, the General Assembly ratified and approves he Executive Committee’s election of WAYNE OBEREM to serve the remaining two years of the term of YULIA SAUTINA as Vice President, effective at the close of the Annual General Meeting of the General Assembly, with a term expiring in April 2026.

RESOLVED, the General Assembly ratifies and approves the continuance of PAMELA CHANG ESTEVEZ’S term as Vice President, with a term expiring in April 2026”

#### Action:

- Discussion: No further discussion
- Motion by Canada
- Seconded by Bulgaria
- VOTE:            In Favor: 45                    Opposed: 0                    Abstention: 0
- Motion carries, the ICU General Assembly elects Wayne OBEREM and Pamela CHANG ESTEVEZ to the role of Vice President with a term expiring in April 2026

*ICU President Webb congratulates Wayne Oberem and Pamela Chang Estevez on the positive vote to the role of Vice President and expresses his appreciation to all for this very important process. Looks forward to working with the new ICU Governing Council and Vice Presidents in the coming years as the ICU continues to work for the benefit of our athletes world-wide. Concludes the election process of 2024*

#### 15. **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, also the President of the International Cycling Federation for many years, and an IOC Member. Recalls a trip with SG Olson to Vancouver for meeting with President Verbruggen during the 2010 Vancouver

Winter Olympics. ICU was applied to SportAccord, and we were there to present our sport in person to the SportAccord President. We presented video, photos and presentation materials - understanding he might not be familiar with our sport. He was an older gentleman from the Netherlands, a little stoic and SG Olson and I did not see any reaction from him. However, we continued to present our sport, explaining its origins and how it developed through private development & recently a mix of private and public. We asked for his thoughts, good or bad. After a long and silent pause, slightly excruciating, he told us it was a miraculous development and the true future of sport. From this point on, Hein went out on a limb for ICU and the Sport of Cheer.

A true leader in Sport throughout the world, it is important to say that ICU would not be where it is today without President Verbruggen's leadership, courage, dedication, and guidance. ICU introduced this award at the 2016 ICU AGM to those individuals who embody these same ideals and true character and grit of as Hein; individuals who have fought selflessly to make a significant impact for our sport, without any expectation of anything in return. President Verbruggen, who passed in 2017, had full knowledge of this distinguished ICU award being presented on his behalf.

For 2024, ICU is thrilled to to honour the 2024 recipient of the Hein Verbruggen Award at today's AGM.

### **2024 Hein Verbruggen Recipient**

President Webb introduces the 2024 Hein Verbruggen Award recipient:

Known as the "Grandfather of Cheerleading" in his country, the 2024 Award recipient, out of his passion for Cheerleading, alongside his wife Lorna, he coached Cheerleading teams and sent Cheerleaders to training camps in the United States starting in the 1980's and was one of the first to spearhead the development of Cheerleading in Canada and now as well for over 4 decades.

When the Cheerleading Worlds started in the early 2000's, he was one of the first from his country to come to Orlando, and quickly joined the effort for Olympic recognition in his country and world-wide to support the great sport for which he had and still has a great passion. He led the ICU effort in Canada and prior to this, he founded and served as President for the Ontario Cheerleading Federation (OCF), and also founded and served as the first President for Cheer Canada, ICU's National Federation, and working tirelessly for the development and recognition of the sport in Canada.

To this day, he still advocates for the sport across the country, and he is here at the AGM and has no idea that he's getting this award. It gives me great pleasure to announce the following:

### **RECIPIENT OF THE 2024 HEIN VERGRUGGEN AWARD: CHUCK HOLLAND (CANADA)**

*(Chuck Holland walks to the podium, while ICU General Assembly awards a standing ovation)*

**Chuck Holland:** Expresses his deep appreciation and honour to receive this award. Also, expresses his shock to receive this award, a complete surprise. All the meetings and the great work that is underway to develop cheerleading worldwide is astounding, but still in shock. Through the years of coaching and working to develop the sport, there was never an expectation to deserve anything like this prestigious award. It was just a natural thing to do. Devoted a lifetime to it because it was provided great value and opportunities to students and athletes, unlike any other sport, never expected anything in return. To ICU President Webb, the ICU Members and everyone here – thank you for this wonderful award and recognition. You shocked me of course, but I am grateful, humbled and I very much appreciate the kind recognition of this prestigious award. Thank you.

President Webb congratulates Chuck Holland - the 2024 recipient of the Hein Verbruggen Award, and thanks Chuck for all he had done and continues to do for the Sport of Cheer, for the ICU and the athletes we all serve.

**16. Next Annual Meeting – ICU President Jeff Webb**

President Webb highlights one final item of the 2024 ICU AGM, and this is to approve the dates for the AGM and World Championships in 2025. Asks the AGM to look to the screen for the proposed and final resolution of the meeting. Reads it, and without any objection or discussion, calls for a motion to approve:

**2025 ANNUAL GENERAL MEETING AND WORLD CHAMPIONSHIPS**

“RESOLVED, that, as recommended by the Executive Committee, the General Assembly approves the dates of 22 April 2025 for the 2025 ICU Annual General Meeting and 23-25 April 2025 for the 2025 ICU Junior World and World Cheerleading Championship, both to be held in Orlando, Florida, USA”

Action:

- Discussion: No Discussion
- Motion by Finland
- Seconded by Poland
- VOTE:            In Favor: 45            Opposed: 0            Abstention: 0
- Motion carries, the dates for the 2025 Annual General Assembly dates and 2025 ICU World Championships are approved

**17. Adjournment – ICU President Jeff Webb**

President Webb provides closing remarks. With no further business, the 2024 ICU Annual General Meeting is adjourned at 16:15/4:15 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 23 April 2024 Orlando, Florida, USA

The following voting Member Federations were in attendance:

- |                         |                                |                                |
|-------------------------|--------------------------------|--------------------------------|
| 1. Argentina (by proxy) | 18. Germany                    | 36. Slovakia                   |
| 2. Australia            | 19. Greece/Hellas              | 37. Slovenia                   |
| 3. Austria              | 20. Hong Kong China (by proxy) | 38. South Africa               |
| 4. Barbados             | 21. Italy                      | 39. Sweden                     |
| 5. Belgium              | 22. Japan                      | 40. Switzerland                |
| 6. Brazil               | 23. Kazakhstan                 | 41. Thailand                   |
| 7. Bulgaria             | 24. Korea (Rep of)             | 42. Trinidad and Tobago        |
| 8. Canada               | 25. Malaysia                   | 43. Ukraine                    |
| 9. Chile                | 26. Mexico                     | 44. United Kingdom             |
| 10. Chinese Taipei      | 27. Moldova                    | Includes: England, N. Ireland, |
| 11. Colombia            | 28. Mongolia                   | Scotland, Wales, Anguilla,     |
| 12. Croatia             | 29. Netherlands                | Gibraltar, Guernsey            |
| 13. Czechia/Czech Rep   | 30. Norway                     | 45. USA                        |
| 14. Denmark             | 31. P.R. China                 |                                |
| 15. Ecuador             | 32. Philippines                |                                |
| 16. Finland             | 33. Poland                     |                                |
| 17. France              | 34. Puerto Rico                |                                |
| Includes: French Guiana | 35. Singapore                  |                                |

The following non-voting Member Federations were in attendance:

- |                       |                         |                |
|-----------------------|-------------------------|----------------|
| 1. Dominican Republic | 5. Ireland (Rep of)     | 9. New Zealand |
| 2. Estonia            | 6. Indonesia (by proxy) | 10. Spain      |
| 3. Georgia            | 7. Jamaica              |                |
| 4. Hungary            | 8. Latvia (by proxy)    |                |

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

- |                           |                        |                          |
|---------------------------|------------------------|--------------------------|
| 1. Bahamas                | 6. India               | 11. Rwanda               |
| 2. Belarus                | 7. Nigeria             | 12. Sant Kitts and Nevis |
| 3. Bolivia                | 8. Panama              | 13. Uzbekistan           |
| 4. Bosnia and Herzegovina | 9. Peru                | 14. Zimbabwe             |
| 5. Guatemala              | 10. Russian Federation |                          |

The following Provisional Federations were in attendance:

- |                        |           |             |
|------------------------|-----------|-------------|
| 1. Botswana (by proxy) | 2. Israel | 3. Pakistan |
|------------------------|-----------|-------------|

The following Provisional Federations were not in attendance:

- |                           |                  |                  |
|---------------------------|------------------|------------------|
| 1. Armenia                | 13. Ivory Coast  | 25. San Marino   |
| 2. American Samoa         | 14. Kenya        | 26. Saudi Arabia |
| 3. Azerbaijan             | 15. Kyrgyzstan   | 27. Serbia       |
| 4. British Virgin Islands | 16. Laos         | 28. Sri Lanka    |
| 5. Burundi                | 17. Luxembourg   | 29. Suriname     |
| 6. Cameroon               | 18. Macau, China | 30. Tanzania     |
| 7. Egypt                  | 19. Mali         | 31. Uganda       |
| 8. El Salvador            | 20. Montenegro   | 32. UAE          |

9. Ghana
10. Guam
11. Haiti
12. Honduras

21. Morocco
22. Namibia
23. N. Macedonia
24. Romania

33. Venezuela
34. Vietnam
35. Virgin Islands
36. Zambia