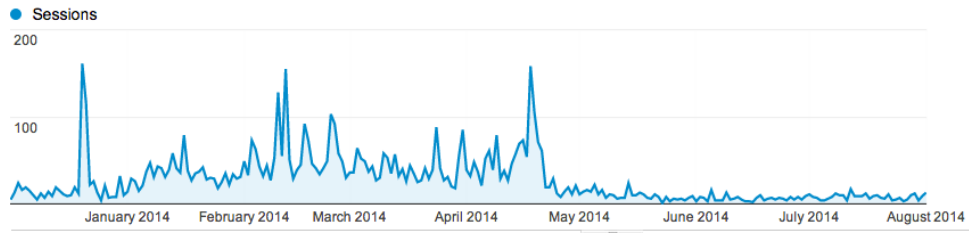


2014 ARU Presidents Report by Pieter Hugo

1. On the field, congratulations to Tempe and Magpies our respective 2014 ARU division Champions.
2. 2014 AZ Rugby Highlights
 - a. Successfully added THREE new associates division teams – Prescott, Salt River and Yuma.
 - b. Very successful AZ Select Side trip to Las Vegas Invitational in Feb.
 - c. Reduction of red and yellow cards - Player discipline have definitely improved the past two seasons.
 - d. Both AZ Div II and Div III teams advancing to So Cal playoffs.
 - e. Outstanding season for Tempe going to the Div II finals in WI.
3. ARU Organizational Highlights
 - a. Confirmed the Div II and Div III AZ structure will stay in place.
 - b. Common rugby day field usage with support from Youth/Rob and Brandon Thompson.
 - c. Successfully hosting on the AZ/Rio Grande playoff in the Phoenix area.
 - d. SoCal relationship and new SoCal President Geno Mazza.
 - e. Disciplinary committee timely resolved all issues
 - f. 1st Annual ARU Golf Event (28 golfers attended)
4. ARU Financials and Marketing
 - a. USA Rugby ARU player dues

| Months | Members |
|-----------|---------|
| August | 27 |
| September | 127 |
| October | 149 |
| November | 59 |
| December | 41 |
| January | 114 |
| February | 78 |
| March | 29 |
| April | 5 |
| May | 6 |
| June | 19 |
| Total | 654 |
 - b. Web and Social presents.
 - i. Website – Average 600 and 800 visitors per month (Dec- April)
 - ii. Facebook – 169 Likes
 - iii. Twitter – 82 Followers
 - c. Created a new ARU
5. 2015 Opportunities
 - a. AZ select side opportunity
 - b. Website store for AZ merchant and clubs
 - c. Continue to improved ARU marketing
 - d. Referees, recruiting and improvement

Website Sessions



Sessions

6,723



Users

3,193



Pageviews

16,642



Pages / Session

2.48



Avg. Session Duration

00:02:01



Bounce Rate

54.23%



% New Sessions

46.17%

■ Returning Visitor ■ New Visitor

