

## WFDF Board of Directors Elections (2020-2021 term)

### Candidate Statement Lori Daniels



I am honored to write this statement regarding my credentials to serve as the WFDF Freestyle Chair. I believe that my involvement with flying disc for nearly 40 years positions me well to represent the sport of freestyle flying disc. My credentials include being a World Champion Freestyle competitor, a promoter through writing and live commentary, and an organizer and leader as a tournament director and FPA executive director. During that same 40 years I've been playing, promoting and organizing nearly all other disc sports including Golf, Ultimate, Double-Disc Court (DDC), and Overall. This puts me in a unique position to help guide freestyle to the next level while striving for flying disc cross discipline collaboration, elevating all flying disc sports.

When I was just starting out as “a Frisbee player,” learning disc golf, ultimate and freestyle during the early 1980s, I was often the only woman on the field. I was drawn to the different throws and catches that were possible. I courageously asked the men to teach me. Little did I know that I would be on the field lacing up my “jam” shoes or cleats almost four decades later. Between that first encounter and now, I've succeeded at winning world titles in Freestyle, DDC, and Women's Overall. Because of my longevity I bring in a perspective of the past, present, and a vision for the future. This includes continued gender equity, as well as an appreciation for all things flying disc.

On a promotional level I have provided color commentary during competitions. Most recently, I've been a broadcast voice of freestyle disc – as the International MC providing on-site information and introductions during the World Urban Games (Budapest) in Sept 2019. I was also honored to be the MC for the Freestyle (Disc) Hall of Fame Ceremonies in New York in 2016 and Seattle in 2019. In addition, for two years, I provided color commentary during a local broadcast during the finals games at Kaimana Klassik (ultimate tournament) during the mid-2000s. I've also created “how to” videos and written and edited articles through various media outlets, including through my husband's website [Frisbeeguru.com](http://Frisbeeguru.com). I believe that for flying disc sports to flourish, new fans must be drawn in by media, statistics, and most of all story telling.

On an administrative and organizational level, I've been a tournament director for many flying disc events, including regional Overall and Ultimate events, and even the Freestyle Flying Disc World Championship (1997). In 2010, I was elected as the Freestyle Players Association (FPA) Executive Director, a position of which I served for 6 years. I've been a member of the FPA Board of Directors for a total of 10 years, and currently serve as a Member-at-Large. In my non-Frisbee life, I have significant experience on numerous committees throughout my career. All this experience will aid me in serving as an effective and engaged member of the WFDF committee.

Like other flying disc sports, the freestyle disc community has our own unique terms and phrases that have evolved over time. One popular phrase is “Spread the Jam,” which means to bring the sport of freestyle to new players and fans. I have been and continue to be committed to the freestyle disc community's efforts to further Spread the Jam. I believe that the collaborative relationship between WFDF and the FPA has provided opportunities not otherwise possible if the FPA was functioning on it's own. For example, the recent the African Beach Games and the World Urban Games (WUG). While at WUG, it was clear to me that freestyle was able to draw in a crowd. The spectators left with an appreciation not only for freestyle, but experiencing flying disc as a true sport. This was evidenced by watching the kids play catch with their new flying discs (that were given away at one of our demos), seeing the ultimate pickup game in the main hall, and hearing increased excitement for the local flying disc club to promote freestyle, ultimate, golf, and other activities.

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I personally love all the flying disc games and the different challenges that each one creates for players. I am so pleased to see how ultimate and disc golf have grown to a point where many non disc players are familiar with these sports; one can see ultimate scrimmages or disc golf baskets in more locations than ever before. I would be thrilled to see freestyle get to a similar level, with youth and adults playing in worldwide locations everywhere.

As a life-long player, I now see my role as one who should be fostering future initiatives and opportunities for existing freestyle players, as well as piquing the interest of those who have yet to experience the joys of flying disc. Thus, my interest to stretch my background experiences further to be the voice within WFDF as the Freestyle Chair and collaborate more with the other disc disciplines. I'm committed to maintain an international freestyle committee to help guide and fulfill the larger mission of expanding freestyle on a worldwide scale. I feel that our freestyle disc community, together with WFDF colleagues, will continue to be a strong asset toward the larger visionary goal of "spreading the jam" for all flying disc sports.