

Ed Hogshead for Treasurer of the USATT

We must face the brutal facts; the USATT is in trouble. General Patton said. "The measure of success is how high you bounce after you hit bottom!"

Let's see how high we can go by working together towards a common goal of making the USATT a leader in excellence as the NGB (National Governing Body) for Table Tennis and as a dominant player in the international sport of Table Tennis.

This is not the typical campaign statement with promises and hyperbole. Please consider this statement as an ongoing job interview with one significant exception – you may communicate with me both before and after the votes are counted, even if you choose to elect me!

My contact info is: ehogshead@landmarkbilling.com; toll free: 888-627-4583; office: 815-965-8505; and cell: 815-262-1868. I am the only candidate for treasurer that listed contact information on the campaign statements included with the ballots and the only one currently addressing USATT issues in the two main table tennis chat rooms. These actions demonstrate my willingness to communicate.

Please review this statement carefully and determine if you trust me as a steward for your association based on past and current actions combined with my ability to problem solve and plan for the future.

As the leader of a successful collegiate table tennis program recently posted: **"Many have ideas, it is the people that take action and do the work, that interest me!"**

Here is what I have done for table tennis during my 37-year membership:

- League experience
 - Competed for 3 years (1970's) in the successful German leagues
 - They know how to produce champions and create success
- Successful player
 - Won Open and Closed national rated events
- Certified as an umpire
 - Umpired 100's of matches
- Certified as a tournament director
 - Attended certification program in Colorado Springs, CO
 - Have directed over 75 tournaments from 1 star to 4 star
- Certified as a coach
 - Designed and held clinics in conjunction with tournaments
 - Coached at 2 different colleges
 - Currently coach 75 juniors at a Boys & Girls Club
- Official duties
 - 4 time President of The Rockford Table Tennis Club
 - Current Regional Tournament Coordinator for the Midwest Region
- Grassroots advocate
 - Juniors
 - Youth pay ½ price entry fee in my tournaments

- Wrote a '5-Star' curriculum for youth to learn Table Tennis
 - Collegiate
 - Created college team events at The Arnold Classic in Ohio, & at the Chicago Mayor's Festival
 - 2007 competition manager for the NCTTA Championships
 - Seniors
 - Director of Senior Olympics Competitions
 - Clubs
 - In 1999, I wrote and submitted a plan to use clubs as the basis for organizing and growing the USATT
- Volunteer
 - Performed exhibitions at schools and shopping malls
 - 1996 Olympics in Atlanta
 - Worker at many local, regional, and national tournaments
- Fundraiser
 - Raised \$1,000's for the local Boys and Girls Club
 - Recently raised funds for local club to buy new table tennis tables
 - Catered food for local fundraisers
- Elite athlete supporter
 - Offer ½ off of entry fees for any player that has represented the U.S. in international competition either as an adult or as a junior
 - Volunteered to transport athletes at numerous events
 - Worked to get travel visas for international athletes
- Author
 - Wrote many articles for the Table Tennis magazine

Education:

- A language degree with honors from the Defense Language Institute
- Associates degree in accounting from Rock Valley College
- Bachelors degree in accounting from Northern Illinois University with a Masters equivalent

Business Experiences:

- Co-owner and co-founder of Landmark Billing Systems, Inc.
- Consultant to financially troubled businesses
 - Led five clinics out of bankruptcy
 - Turned around an equipment company out of insolvency

My Plan:

With passion I will combine extensive business acumen with 37 years of table tennis experience to research the issues, collect information, analyze suggestions, implement the best solutions, and review feedback to ensure positive results.

Ten key concerns will take priority:

- Transparency of the board's governance
- Accountability to the members
- Enhanced communication
- Using the club level and state associations to grow table tennis
- Developing elite athletes including paralympics
- Developing youth programs

- Growing leagues and tournaments – both regional and national
- Attracting sponsors and raising funds
- Creating value as a benefit of a USATT membership
- Retaining members

Turning the concerns into goals by dividing the work into two parts each with four major steps utilizing clubs as the working units of the association.

Part One

1. Assess the current condition of the USATT
 - A Board of Directors in disarray
 - ~8,000 members out of 290 million US population
 - US Men's & Women's Teams not in top 20 in the world
2. Identify the top international table tennis programs
 - China
 - Germany
 - Sweden
 - Korea
3. Compare and contrast the USATT to the top international table tennis programs
4. Analyze USATT's current difficulties
 - Board governance
 - USOC funding issue
 - Low membership
 - Unsubstantial programs
 - Insufficient money
 - Poor communication

Part Two

1. Identify USATT's primary customers
 - a. Its members and clubs
2. Determine what the primary customers want
 - a. Growth
 - b. Value-added programs
 - c. Rewards & incentives
3. Give them what they want
 - a. Communicate
 - i. Accountability and transparency
 - ii. News releases to national and local media
 - iii. Email network for fast moving information
 - iv. "How to" booklets
 - b. Grass roots programs including youth, collegiate, and seniors
 - i. AYM – America's Youth Movement funded by sponsors for youth under the age of 21
 1. Supportive and concerted efforts to push and pull US junior table tennis
4. Identify secondary customers, their desires, and satisfy them
 - a. US Olympic Committee
 - i. Want championships led by an accountable and efficient board
 - b. Sponsors

- i. Desire what table tennis can do for them and not table tennis itself
 1. Open up sales avenues to specific regions or populations
 2. Championship athletes on which to hang their advertisements

Answers to questions posed by the Nominating Committee:

(The Nominating Committee listed USOC funding concerns as questions on the USATT Website. The concerns are in two main areas. The first is dealing with the USOC funding cut, restoring the USOC and USATT relationship, and getting top U.S. players. My answers are below. The second topic is the qualities of the candidate, which is covered in the section above listing my experiences.)

1. My vision for dealing with the funding cut: (1) analyze what caused the reduction and repair it quickly; (2) reduce expenses; and (3) obtain alternate sources of funding.
 - a. #1 - Our failure to satisfy our customers, the USATT members, the USOC, and corporate sponsors, has led to this crisis. We need programs to create value for members that foster member retention; more members create more revenue. We should import a small number of top international competitors as a short-term fix to placate the USOC and as a long-term program to pull the quality of table tennis to a higher level (take a look at the success other countries have enjoyed doing this). The USOC is happy with the performance of our #1 women player. She took this route. Begin dialogue with the USOC as to ways to restore the funding. Our association's actions do not give value to sponsors. We must find ways to build and sustain relationships with sponsors. Selling table tennis is not the answer – selling what table tennis can do for them is what they want. The sponsors desire unique access to markets for their products and services.
 - b. #2 – We must move towards a more efficient and leaner organization. Make use of technology to eliminate unnecessary travel. Other possible ways to decrease expenses may be to: stretch out payables, reduce staff, freeze salaries, offer discounts for advance payments, and renegotiate contracts.
 - c. #3 – Replace lost short-term cash flow by careful use of a portion of the \$400,000 reserve fund. A sufficient reserve fund can be 20% of the operating budget. The USATT's operating budget is approximately \$1 million requiring a reserve fund of \$200,000. The \$1 million balance in the Foundation Fund further supports our association. Restore USOC's faith in the USATT by open communication and successful actions – meet with them, show the myriad of youth programs prospering, become efficient as an organization, and comply with the revised board make-up recommended by the USOC. Build relationships with sponsors and work hard to keep them.

We have hundreds of hard-working and talented Table Tennis supporters throughout our great country. With increased communication and improved

coordination, we can achieve greatness. Let's get going and see how high we can bounce!

As those that know me say: "If you have a job to do and you want it done right, give it to Ed!"

Please vote for me as Treasurer of your USATT.

Thank you,
Ed Hogshead