



Santos Shih, a candidate for election of Treasurer in USATT

Dear table tennis lovers:

I, Santos Shih from NJ, have been playing competitive table tennis for over forty years, winning many championships both in Taiwan, my homeland, and the US.

I have tremendous interest and passion for our sport. My extensive knowledge in technique has helped local youngsters develop their playing skills; In addition, I have already begun this endeavor by donating over \$20,000 to USATT since 2003.

AS USOC cuts our funding, I desire to contribute further by using my education, knowledge and experience and to serve you as USATT Treasurer, handling finances to better manage a budget to train youngsters and to ultimately succeed in international competitions.

Why I Can Help USATT?

I am more than a competitive player in TT. I am also a well-educated, trained, top performing finance professional. A brief summary is as follows:

Education:

B.S. (International Business), National Taiwan University 1980
MBA (Finance), Baruch College, CUNY 1985

Work Experience:

VP Business Manager, Pearson Company, NJ USA	1995 – Present
Financial Planning Manager, Prentice Hall, NJ USA	1993 – 1995
Sr. Financial Analyst, Simon & Schuster, NJ USA	1987 – 1993
Staff Accountant, Audec Corporation, NJ USA	1985 – 1987
Buyer, 44th Arsenal, Taipei, Taiwan	1980 – 1982
Treasurer, Rockland Chinese School, NY USA	1995 – 1999
USATT Women's Development Committee Member	2004 – Present

Other Special Table Tennis Contribution:

I assisted Chinese Table Tennis World Magazine to translate many Chinese technical articles to English published in special editions circulated to players and fans attending World Championships held in China in 2005 and 2006.

How Can I Help USATT?

1) Good Financial Management and Transparency

I will use my experience of over twenty years in finance and accounting to help USATT become a financially sound institution with the combination of good budget management, tight cost monitoring, and improved cash flows. In my work, I am responsible to develop an annual budget and present it to management and I will be able to do this competently, if elected. I firmly believe we should run our organization as a corporation so that we could

generate more revenue, better manage our budget, and have the financial resources to invest in grassroots, coaching and player development. I will put out more financial reports and analyses than are required so that members can better understand where USATT revenues come from and money is spent, and they could be assured that the funds are expended fairly and wisely.

2) Making Decisions Based on Merit

Through my MBA education and many years of business experience, I have developed good analytical skills that are necessary to evaluate difficult issues that confront USATT and to make optimal decisions in the best interests of USATT.

3) Sponsorships

USATT has limited financial resources and with the cut in USOC funding, it is of paramount importance that we make increasing revenue a high, if not a top, priority. As a MBA, I have taken courses in marketing. USATT has many properties and assets that are not fully exploited. I can identify, develop and package these properties and assets to maximize their value to make them attractive to sponsors. For years, USATT has only been able to find sponsors within the table tennis industry, but we can do better by supplementing the traditional sponsors with non table tennis sponsors. We also need to form partnerships with the ITTF and with China. China has the World's best players, the largest number of players and the largest TV audience. Potential sponsors that do business in China are interested to sponsor U.S. Open-Pro Tour if our event could be used to provide them with an opportunity to promote their products overseas. My proficiency in Chinese and Taiwanese and my connections with China and Taiwan will enable me to form a mutually beneficial partnership with them to find sponsors for the US Open and for other events, including collegiate and K-12 team competitions.

4) Grassroots Development

Along with securing the necessary funds, I will propose and help USATT to create a nationwide, after-school program following the NYC model; the current programs are based in local clubs, but I plan to expand them to become based in schools to create a pool of talented young players. In this case, my bi-cultural background and proficiency in Chinese will help to target more Chinese communities where the interest in table tennis is great.

5) Training and Coaching

Being a serious player before, I know what we need, and how training should be run. I will use my contacts to seek sponsorships from China or Taiwan to provide us with the logistics to help train our young elites, and to educate our coaching staff. Once our coaching level improves and assets are sufficient, I will support getting the national team members together with other elite players to train systematically in the US twice a year for at least two months at a time.

6) My Thoughts on the USOC Cut in USATT Funding

The \$200,000 funding cut by USOC is a shock, but I view it as a turn-around point for USATT to address this setback by operating strategically. I will do the following:

- a) **Cut the fat.** We must recognize that there is a financial crisis. In these times, in addition to raising money, USATT must set its priorities and trim 2007 operating costs by eliminating discretionary spending with effort from all members of the Board and

committees, and staff officers. Cost effectiveness is essential. Nothing fancy! No group likes to see its funding cut but we will need to make tough choices. I pledge to do my due diligence and make decisions based on what's in the best interest of USATT.

- b) **Increase revenues.** USATT has limited financial resources and can't print money. In addition to finding sponsorships as discussed above, we need to explore possibilities to seek non-cash or value-in-kind sponsorships. That says if we can get the prize with value equivalent to or even higher than that in cash as before, we can free up the working capital from prize budget to fund other operations. For instance, a \$3,000 gift certificate from college book publishers as the award to collegiate events winners is remarkable, a three-day/four night get-away package to Hyatt Resort of Aruba is a beautiful prize for the open single events, and 12 Bryce rubber sheets are great for the winner of single Under 21 event.
- c) **Restore and improve the USATT–USOC relationship.** If we can win medals or achieve top eight in the world team championships (correct, the team event, not individual), we surely can normalize the relationship with USOC. I think our female team is within the striking distance needing just one more world level player. It remains realistic in the short term if we can proactively train the top female elite players; we can't wait longer to see this happen. The USOC explanation says that they rarely talk with USATT about sport and pipe development and also cited that Board and governance issues to be resolved first before it is convinced that USATT could address and be committed to a long-term strategic plan. So rather than speculating, first we'll ask USOC what they see are the Board and governance issues and get it out of the horse's mouth. Once identified, we will resolve the issues. Then we'll develop a long-term plan that puts an American on the podium. In the past, we didn't calculate the cost of the plan. The goals were unattainable and we down-sized the plan and the goals to fit the cost. Now those goals do not satisfy the USOC. What to do? I will estimate the costs to execute the plan; then we present the plan to the USOC and say, "This is our plan. This is what it takes to do it but we still need your financial help. If we fall short, it's not because the plan is not good or we didn't try our best. Do you have the commitment to help us reach the goals in the plan?" This is the best approach to challenge the USOC in transition to re-establish a common goal. That's partnership with the USOC.

USATT needs a Treasurer with professional knowledge and financial management experience to manage finances for you. The Treasurer is also Board member who sets sound policies and makes critical decisions. I believe I have the relevant education, experience in business and table tennis, analytical skills and commitment to be a good Treasurer/Board member. Please vote for me giving me an opportunity to serve you and the table tennis community and to help elevate US table tennis to a whole new level. If you have any concerns or feedback, please contact me at sshih42118@aol.com or (201) 803-1428.

Please also consider Tahl Leibovitz for Executive Vice-President; George Braithwaite and Keith Tademay for Vice-President. They share the same vision, commitment and intensity to work in the best interests of USATT and the sport.

Sincerely yours,

Santos Shih