

Candidate Statement – Skip Trafford

It is a great honor to stand before the USAA membership as incumbent after six years of service as your Grassroots Director. I remain totally committed to this membership and its desire to have an experienced voice on the BOD who is well-versed, actively engaged, and an approachable archer.

With great pride, I have listened to your suggestions, represented your interests, and then pushed hard to make your dreams a reality. With no ties to the business side of archery, I represent you without blurred allegiance. My passion has been saving the clout round in 2012, championing the concept and implementation of the Master's Division; establishing the probationary process, thereby buying time for barebow and building its resurgence including USAT inclusion; supporting the establishment of collegiate archery including shooting styles beyond compound and Olympic; and pushing Safesport to protect our youth. (Given the recent news both inside and outside of archery, Safesport demands increased emphasis.)

We have expanded from 3,500 to 22,000 members since I have been on the board. My extensive involvement with the grassroots—including Level IV coach training, forming a JOAD club in my company's town site, and my personal commitment to interaction with the members makes me an able representative in a time of leadership challenges. This is not the time for inexperienced leaders. With a new CEO and huge influx of teens into our sport, this is a time when my proven experience will provide an even keel and steady hand as we continue to support the grassroots endeavors of those who aspire to succeed but lack the upward mobility and stability this organization needs to grow. I believe that my colleagues in Texas' X10 JOAD say it best: "Archery is for everyone: NO EXCEPTIONS!"

I am devoted to expanding the US archery business model into World Archery. I have many friends globally with whom I am networking to promote barebow and Master's Division competition within World Archery on the world stage. I hope to see the day when "barebow" – field, 3D, longbows etc. - grows to the point where it has an equal seat on the USAA Board. In that regard, I want to continue to be a voice for the recreational archer who just might ignite a spark that lifts him to train and make a US team.

My background is unique—56 years of involvement in every aspect of competitive and organized archery; 37 years in international military intelligence; global president of one of America's largest and oldest steel foundries; well-honed management skills to build competitive organizations; and a family of four successful children raised using archery to build their core character values. My world travels and language proficiency have given me great insight into foreign archery organizations in Europe and Asia. I am an Eagle Scout, 1960s JOAD champion, US Team member through five decades, World Games and World Field competitor, 1st Team All American, Collegiate Runner-Up, National and World champion and USAT member. My wife and I have both been in World Games and on US Teams while our children spanned a decade as a part of the JDT "Red Team" program. In turn, each of our four children were selected to attend the US Air Force and Naval Academies. Rachael is a pre-med grad of USAFA and Heather is a naval pilot. My son, Hardy, plays football for the AF Academy and Miriam—a USAFA Junior—was just asked to ignite a bonfire by flaming arrow in the Army AF game this November. My family is who it is because of archery!

I humbly and sincerely promise you that if elected again, I will represent each and every one of you as I have the past six years and will do so to the very best of my ability in our shared passion for the beautiful sport of archery.

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A senior business professional with highly successful and widely diversified experience in business management and development both in Asia Pacific as well as the European regions. Strengths include excellent management and communications skills and ability to effectively lead and mobilize teams in many cultures/languages. An outcome focused leader of high integrity, culturally adaptable and a self starter that energetically and proactively achieves the strategic goals of the corporation. 25+ years experience as Corporate Business Development professional with 20+ years as Senior Executive; responsible for design, development, implementation and support of corporate vision/development strategy.

- A history of achievement in managing change and startup operations in Asia and Eastern Europe.
- 25+ years experience including 14 years in-country including China, Taiwan, Korea and Australia.
- Strategic Sourcing in China, Korea, European, Pan Am and Australian manufacturing markets.
- Greater China/Pan Am/European Regions Foundry Manufacturing & Distribution.
- US, Asian, European and Australian Automotive Aftermarket/Distribution Environments.
- Joint Venture Planning, New Operation Start Up Experience and Negotiations on Four Continents.
- Military and Defense procurement “insider” with strong military ties within DOD
- Sourcing, startup, managing and growing large American owned foundries in Eastern Europe and Asia
- Extensive experience with managing change and turnaround
- Extremely close relationship and team building with Chinese and Eastern European suppliers
- Recruitment, Selection & Staffing of Multi-Cultural Workforce
- Global Policy and Strategic Marketing Development
- Have personally sourced over 190 Asian foundries: over 65 Eastern European/European foundries
- Excellent relationships with key global players including GE, CAT, Hitachi, Komatsu, Metso, Cooper

EDUCATION

BA University of Arizona, Tucson, AZ

Defense Language Institute, graduate, Presidio, CA

Command and General Staff College, Ft Leavenworth, KS

EXPERIENCE

President *Harrison Steel International*, Shreveport, Louisiana (Attica IN) May 2007 to present

Recruited from Americast by Harrison owner Ed Curtis to execute same business model as implemented at Americast (now Bradken) for CAT’s worlds largest steel casting supplier: Harrison Steel Castings in Attica Indiana. Harrison lacked any international presence and I was recruited and hired in order to build the same successful business (from “0” to 10 million+ annual international sales in Asia and Eastern Europe in 4 years with a projected “\$30 million+ in 8 years) I had built for Americast. In the 6 years from start up to the conclusion of 2012, my division was grossing over \$35 million per year in annual sales. I took a company that was 94% CAT with 5 customers to one that has over 14 today including new directions in oil, gas, energy and military. While my projection was \$30 million, I exceeded that goal by \$5 million.

President *Americast Global Services*, Shreveport, Louisiana (Atchison, KS) August 2004 to May 2007

Recruited by Americast’s Tom Armstrong to build a startup global business unit that delivered quality ferrous parts from China to ACT’s customers who sought “blended pricing”. This approach involved a two prong attack: develop new sales (primarily oil and gas/railroad), and moving low margin/less desirable work from our US foundries to China and offering CAT/GE etc blended pricing. In turn, our US operations were able to replace that work with higher margin/better fit business. Sourced and built supplier teams and network that specialized in casting weight

ranges from ounces to 40 tons. Recruited and hired superb AGS China manager (former GE and CAT engineer) which resulted in less than 2% scrap rate from 2004-2007. Convinced midrange supplier to build a dedicated CAT axle workshop that catered exclusively to ACT's CAT axle/spindle program at no cost to ACT. Margins averaged 28.3% in first 2.5 years and sales exceeded 3.5 million in first 34 months. Worked very closely with key senior CAT and GE personnel both in the US and in China. Established very favorable terms and conditions while at the same time laying the groundwork for a win win long term relationship for our Chinese strategic partners.

Director Corporate Development *Hendrix Manufacturing, Mansfield Louisiana* April 2003 to July 2004

Recruited from overseas by Hendrix Board members to direct new commercial casting division for this 100-year-old steel foundry and manufacturing plant. Company is one of the worlds leading makers of excavation equipment but market conditions warrant going after commercial side of market. Highly successful start up stage involved proactive involvement in positioning HMC within the chosen market and implementing, identifying, executing, leading and developing business sales strategy by establishing sales territories, hiring reps and agents, setting sales targets and achieving them. Developed relevant senior industry contacts to influence sales, long-term business opportunities and open doors for new business development initiatives. (note: father was terminally ill and I moved my family back to the US from Eastern Europe to be near him during his final year...)

Corporate VP and Foundry CEO *UBP Csepel, Budapest, Hungary* 1998 to March 2003

UBP Csepel was bought out in January 2002 by a US Steel group. The previous managing director was dismissed and I was selected by the new owners to take over the MD position of the manufacturing plant while at the same time keeping my previous duties as vice president of corporate development. As a senior staff member for this American manufacturer and distributor, researched, installed and implemented sales and marketing strategy for company's Central European efforts. (UBP originally purchased *Csepel* for European manufacturing source. Although a successful large 95-year-old Hungarian company, *Csepel* had no previous experience or proactive involvement in marketing and sales to the West.)

ADDITIONAL INFORMATION

- Eagle Scout (gold/silver/bronze palms)
- Graduate of Army's Defense Language Institute and Command General Staff College
- Senior army reserve officer assigned for decades to the Pentagon and Pacific Rim/Europe
- Retired from the military in 2010 with over 37 years in strategic intelligence environments
- Effective and persuasive speaker in English, Chinese and German (Functional in Spanish/Hungarian.)
- Expert computer background including desk top publishing, sales literature and presentation design
- "Who's Who" in American Colleges/Universities 1970-72
- Married 28 years to former *Miss Taiwan* (pastor's daughter)
- Devout Christian and family man very involved my wife in the community
- Four children (strong family focus on God/family/scholastics/music/sports)
- Oldest daughter is a graduate of the US Air Force Academy where she was in the top 1% of her class
- 2nd oldest daughter is a US Naval Academy grad and current Naval pilot in Pensacola NAS
- 3rd daughter is a junior at the US Air Force Academy and 2014 World Archery field champion
- Son is a first year member of the US Air Force Academy and first team starter on the football team
- 9 time World Archery Champion (IFAA world BB champion and US team member USAA)
- Eleven time United States Archery Team member and USAT member (in barebow and sight)
- Selected on US Team for World Games in 2009: was among the oldest competitors (6700 athletes)
- My wife was selected to be a member of the 2013 US World Games team
- My son won Grand National Champion honors at the 2013 USAA nationals in Ohio
- Five time Olympic team finalist
- US Archery Collegiate first team "All American"
- Entire family made US team in 2008 for FITA world championships in Wales
- Family has won over 25 world championships and holds numerous world and No American records
- Daughters played Star Spangled Banner during gold medal awards at 2008 world championships
- Have had three daughters and my son on the USAA Jr Olympic Team and Elite Athlete Red Team