BOARD OF DIRECTORS TELECONFERENCE MEETING MINUTES

JUNE 15, 2015

A. Call to Order, Introductory Remarks

The USATT Board of Directors teleconference meeting was called to order at 7:01 pm EDT on June 15, 2015 by Mr. Peter Scudner, Chairman of the Board.

B. Roll Call, Quorum Established, Conflict of Interest Statements

Roll Call was taken and a quorum was established. A routine call for conflicts of interest was made, and there were no conflicts reported.

Members present:

Peter Scudner, Chairman of the Board (COB)
Mike Babuin, At-Large Director
Anne Cribbs, Independent Director
Larry Hodges, At-Large Director
Ed Hogshead, Club Representative Director
Kagin Lee, National Organization Director

Also in attendance:

Gordon Kaye, Chief Executive Officer (CEO)
Dennis Taylor, Secretary & General Counsel
Lee Kondo, Assistant Secretary
Dell Sweeris, Foundation Representative
Kiran Koshy, Creative Director, Innocean (joined meeting at 7:26 pm, exited at 7:27 pm and returned at 7:32 pm)

C. Approval of Minutes from May 18, 2015 Teleconference Meeting

**MOTION 1:** MOVED to approve the Minutes from the May 18, 2015 teleconference meeting, as amended.
Movant: Larry Hodges
Second: Kagin Lee

The motion passed unanimously by voice vote, 6:0:0.

D. Audit Committee Report

Ms. Anne Cribbs, Chair, Audit Committee, explained the final audit report will be presented for acceptance at the next Board meeting. The Form 990 will be circulated to the Board, then discussed at the August in-person Board meeting.

E. Review of 2015 Strategic Initiatives, Marketing/Partnerships

The U.S. Open may become the largest in history, with 1070 entrants to date, representing 30 countries. The men's and women's finals will be held at Caesar’s Palace. The increased number of entrants may be attributed to such factors as a diversity of event formats, tournament date change and increased marketing.

The upcoming World Veterans Championships promises to be a highly successful event. The Friends with Paddles fund raising marketing campaign has been launched.

Mr. Kiran Koshy joined the meeting at 7:26 pm, exited at 7:27 pm and returned at 7:32 pm.

F. Rating System Task Force

BOARD ACTION: The Board gives the COB the authority to appoint a task force to explore USATT’s rating system for improvement and possible unification with the Canadian rating system. The COB appointed Mr. Kagin Lee as task force Chair. The task force is directed to provide a progress report to the Board at its August 22nd meeting.

Discussion: The COB will appoint a task force, with Mr. Kagin Lee as Chair, whose objective will be to improve USATT’s rating system with the possibility of unifying it with Canada’s rating system. If unified, a player would have a North American rating. The CEO noted that unification will promote greater participation in tournaments. Candidates for this task force were discussed, and candidate names will be circulated to Mr. Lee and the Board.

Approved without objection.

G. RailStation

RailStation’s rating system is stabilizing.
H. Board Candidate

The CEO has identified a potential candidate for the vacant position on the Board. The potential candidate’s contact information will be shared with the COB.

I. 2016 U.S. Open and Nationals

The CEO expressed his concern that since the 2016 Olympics is being held in the summer, a July U.S. Open might not attract many internationally ranked players. He suggested that the U.S. Open be held in December rather than in July, particularly given no competing ITTF events in December. At Mr. Lee’s suggestion, discussion of this topic was postponed until after the Innocean presentation.

J. Fundraising Proposal from Innocean

Mr. Kiran Koshy, Creative Director of Innocean, and a former collegiate table tennis captain, expressed his enthusiasm for Innocean’s suggested advertising campaign, designed on a volunteer “pro bono” basis, to both to popularize table tennis nationwide and to raise funds for the U.S. national team. Innocean is an advertising agency which has accounts with Hyundai and Kia, Korean automobile manufacturers. The advertising campaign would operate as a 3-4 month program on Kickstart in parallel with USATT’s Friends with Paddles fundraising program. The target audience will be table tennis or "ping pong" players who are not now USATT members. A marketing video perhaps featuring TV/movie stars would be the main anchor for the campaign.

Ms. Cribbs and Mr. Babuin expressed their support for this project. The COB noted that the goal would be to produce a marketing campaign consistent with USATT’s Olympic brand image.

**MOTION 2:** MOVED to authorize the CEO to work with Innocean to produce a USATT marketing campaign.

Movant: Anne Cribbs
Second: Larry Hodges

The motion passed unanimously by voice vote, 6:0:0.

K. 2016 U.S. Open and Nationals

Resuming the earlier discussion, Mr. Ed Hogshead and Mr. Dell Sweeris expressed their support for a December U.S. Open event and a July U.S. Nationals event in 2016. International players may be motivated to visit the United States in December as one of
the busiest shopping months of the year. Possible dates for the U.S. Open in December and the U.S. Nationals in July were discussed.

L. Executive Session

Executive Session began at 8:20 pm. No minutes are taken at executive sessions. Open session resumed at 8:25 pm.

M. Old/New Business

None.

N. Next Board Meetings

The next scheduled Board teleconference meeting is July 20, 2015. The next in person Board meeting will be held on August 22, 2015, in Chicago, Illinois.

O. Adjournment

The meeting was adjourned at 8:26 pm EDT.

Respectfully submitted by,

Lee Kondo
Assistant Secretary