

Bay Area: The Future Of US Badminton

**Crowne Plaza, San Francisco
January 31, 2010**

Organizing Team

- **Fred Coleman – USAB Board of Directors At Large, USAB Junior Advisory Group Chair**
- **Andy Gouw – USAB Board of Director, Coaching Representative, Region 5 Coaching Director**
- **Mohan Subramaniam – USAB Director, Coaching & High Performance**
- **Abi Bautista – USA Coaching Department Member & Resource Manager**
- **Amy Ng –USAB Junior Advisory Group (Northern California Rep)**
- **Ray Ng – USAB Junior International Team Coordinator**

Why are we here?

- Explosive badminton growth in the Bay Area
- Share new board's vision of new era of relationship with regional and local groups
- Sharing as well as getting feedback and suggestions on the proposed strategic plan

Agenda

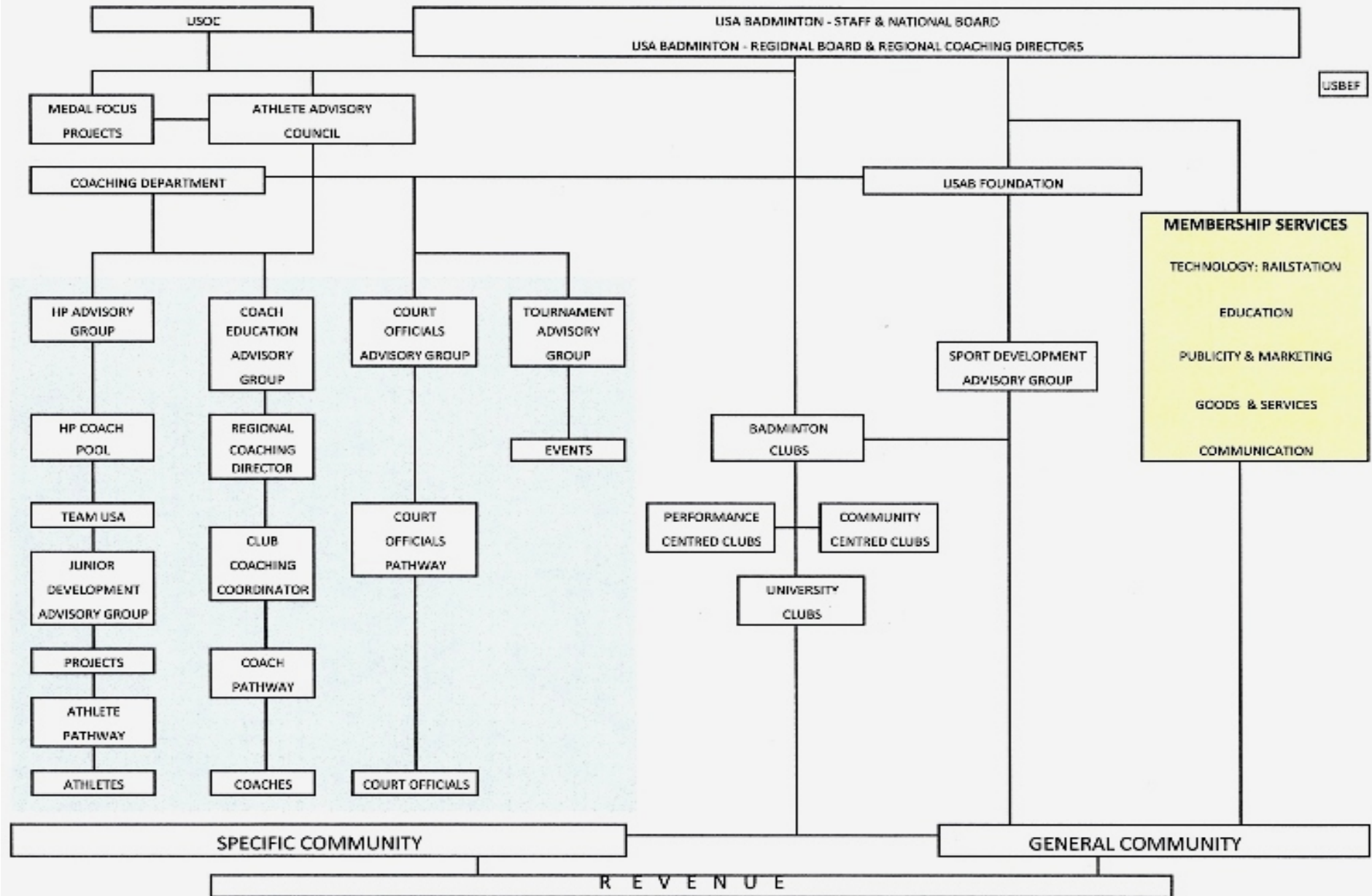
- A success story
- Badminton in the U.S.
- Membership services
- Proposed strategic plan
- Going forward
- Q + A

A Success Story

2009 Pan Am Junior Champs – Puerto Rico

- 160 athletes at trials
- 62 athletes for Pan Am Juniors
- 44 Medals - 14 Gold, 13 Silver, 17 Bronze
- 46 players won at least 1 medal
- Management staff – office, 1 manager, 1 assistant manager; 1 head coach, 5 assistants
- Support - parents
- Effect – tangible and intangible

AN OVERVIEW OF BADMINTON IN THE UNITED STATES

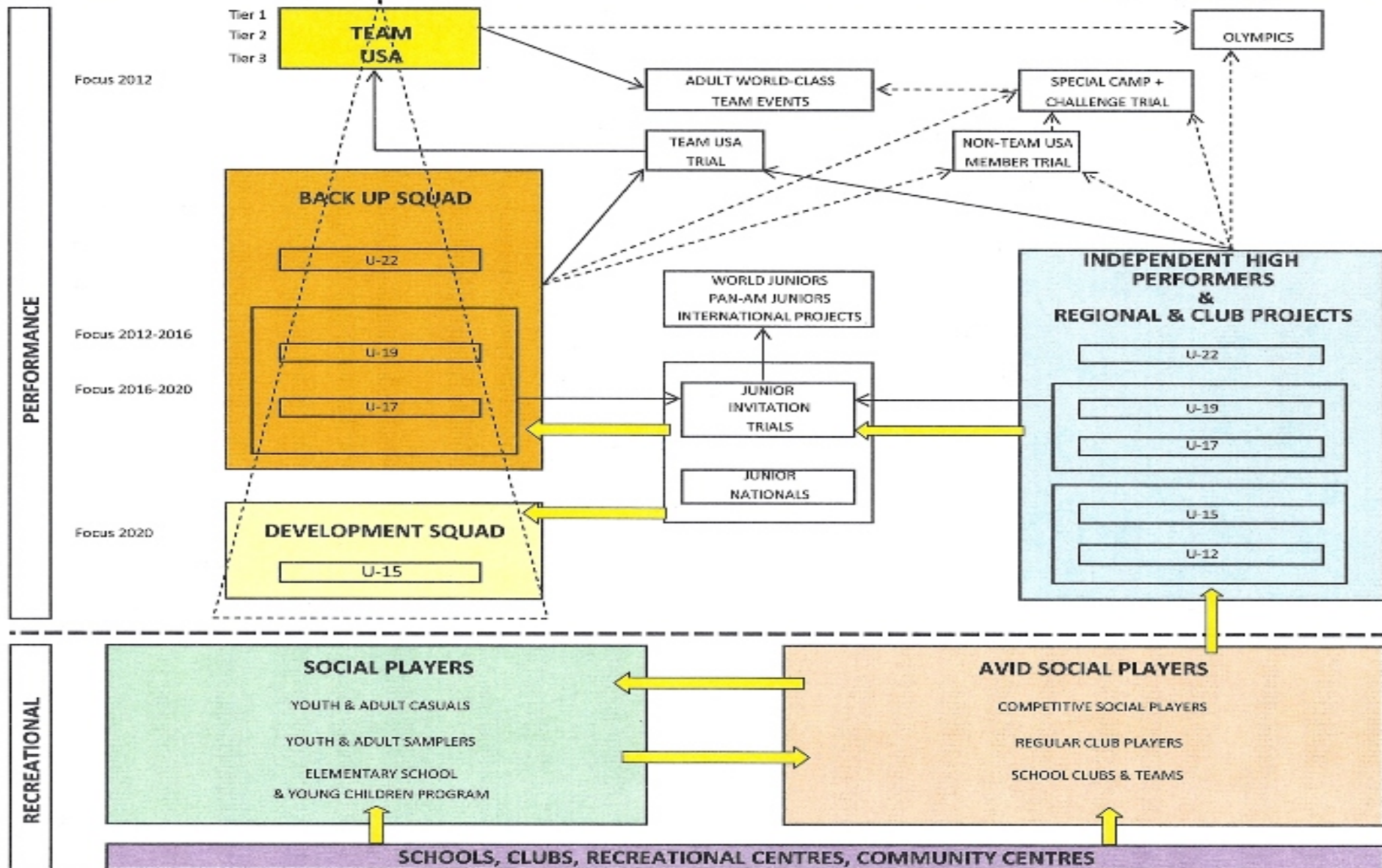


Membership Services

- National sponsorship opportunities
- Competition officials structure
- Competitive athlete track
- Coach track

Competitive Athlete Track

USA BADMINTON ATHLETE DEVELOPMENT MODEL



Coach Track

COMMUNITY COACH TRACK

- **Level 101: Badminton Basics**

This course is aimed at individuals who will be introducing and teaching young participants. There will also be optional modules for teaching very young children between 4-6 years old, for elementary school level children 6-11 years old.

- **Level 1: Teach the Game**

This course is aimed at individuals particularly teachers and coaches who will be coaching club youth and adult players.

- **Level 2: Advanced Community Coach**

This course is aimed at individuals who will be coaching talented avid social players and talented juniors.

Coach Track

COMPETITIVE COACH TRACK

- **Level 2: Talent Development**

This course is aimed at individuals who are currently coaching talented juniors and adults who are competing at regional and national level.

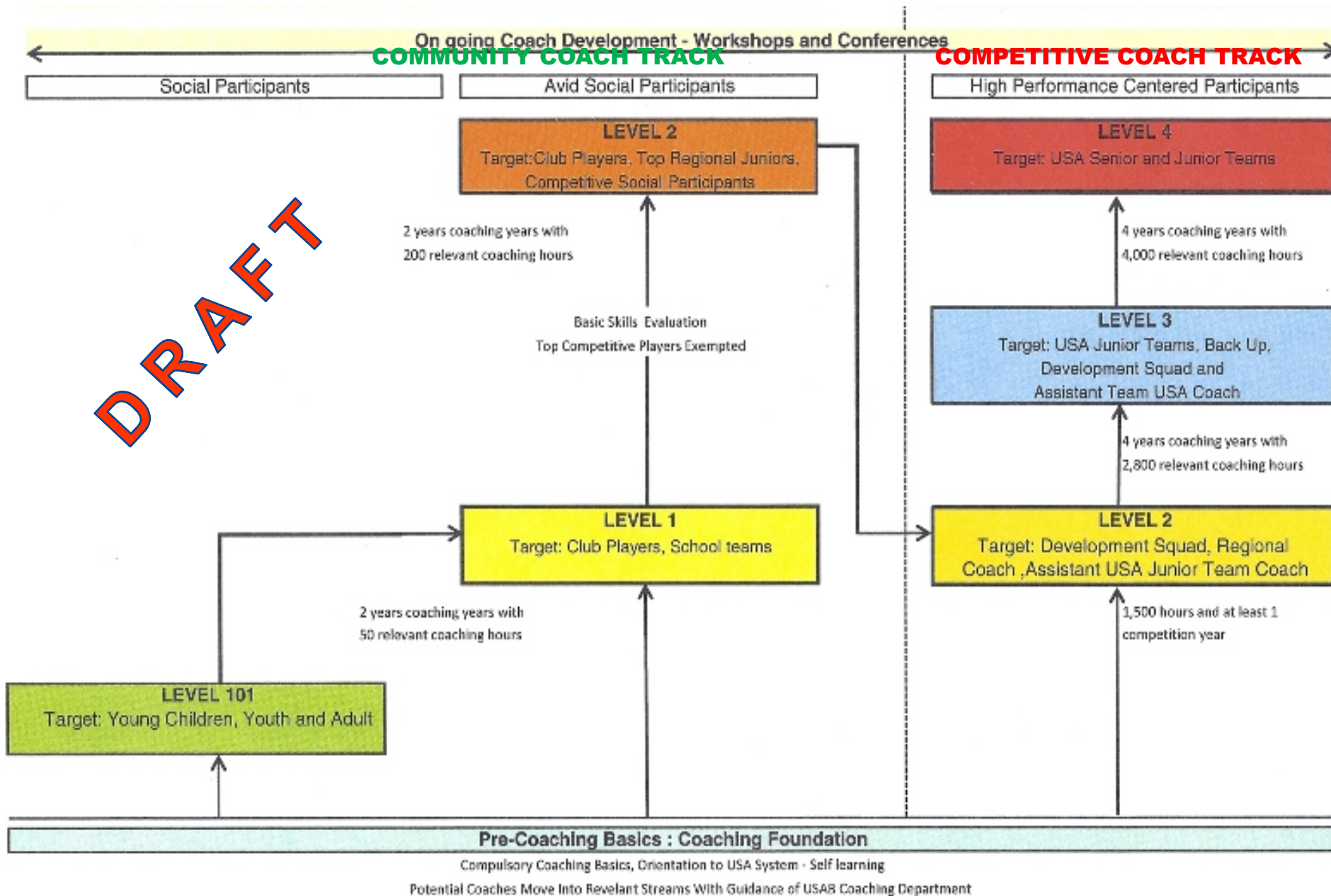
- **Level 3: Advanced Talent Enhancement**

This course is aimed at coaches who are coaching top level juniors and adults who are beginning to compete at international level.

- **Level 4: World-Class Talent Development**

This course is aimed at coaches preparing players for world class competitions.

USA BADMINTON COACH DEVELOPMENT MODEL



Badminton Strategic Plan

Mission Statement

USA Badminton will foster the growth of badminton in the United States of America and competitive excellence by US athletes in international and Olympic competition.

Badminton Strategic Plan

Vision Statement

Badminton has widespread participation and popularity in the United States of America and USA Badminton develops Olympic champions.

Badminton Strategic Plan

Values

- Integrity
- Strategy
- People
- Execution
- Communication
- Inclusiveness

Badminton Strategic Plan Objectives

- **Objective #1** – Support multiple training paths for athlete development from grass roots to Olympic medals
- **Objective #2** – Improve communication to members
- **Objective #3** – Increase number and quality of certified coaches
- **Objective #4** – Increase number and quality of certified officials
- **Objective #5** – Develop strong community programs
- **Objective #6** – Effective marketing of badminton

Going Forward

- What is the nature of the USAB – Private Club relationship?
- What does USAB have to offer private clubs?
- What do private clubs have to offer USAB?
- What kind of cooperative arrangement can we have?

- How do we make badminton attract national level sponsors to benefit USAB nationally and locally to benefit clubs and players?
- Would Clubs like to have a designated Board member to communicate with about your needs?

Contact Information

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USAB Board Of Directors

Richard Dubose (Colorado Springs, Colo.) - Independent Director, Chair

David Simon (Los Angeles, Calif.) - Independent Director

Michael Halchak (Tucson, Ariz.) - Independent Director

Fred Coleman (Madison, Wis.) - At-Large Representative

Geoff Stensland (Bellevue, Wash.) - At-Large Representative

Elaine Kong (Torrance, Calif.) - Technical Official Director

Andy Gouw (San Jose, Calif.) - Coaching Director

Ruth Menchaca (San Antonio, Texas) - Athlete Director

Raju Rai (Bellevue, Wash.) - Athlete Director

Board members may be contacted through the USA Badminton National Office at usab@usabadminton.org