

## John B. Anderson III

San Antonio, TX – 830-513-3903 – [bigjohnitaly@yahoo.com](mailto:bigjohnitaly@yahoo.com)

This letter is being submitted as my request to serve The TRU Membership as a USA Rugby Congress Member.

I am a 10-year Navy Veteran and MBA that lived and played Rugby abroad for five years. I have been active and vocal member of the TRU since Jan 2006. Having played and coached in the Union from the Collegiate level to the Men's Div III, Div II, Div I Levels and coached U19 and Collegiate sides, the experience gained and lessons learned can be applied in my position as a Congress Member and will help the growth of Rugby across all levels.

For Six consecutive years I have been an International Liaison at the Las Vegas leg of the IRB 7's and at other various International Events. The communication lines fostered from my positive interactions within USA Rugby, USA 7's and Canadian Rugby in addition to International Union's Key Stakeholders will allow for direct line access to key decision makers for both advice and policy standard understanding.

I believe my skills sets, experiences and dedication to the growth of the sport are ideal for identifying the needs of the multiple entities within our Union(s) and working with other members of Congress to identify overtly established goals in addition to helping foster policies that impact those goals positively. Thank you for considering my vision for the RRRC/TRU in the coming year(s).

My vision for the Texas Rugby Union and USA RUGBY is:

- 1. Building Stakeholder Buy-In** – there is strength in numbers.
- 2. Establishing a Marketing/Collective Bargaining Unit** - to promote infrastructure investments.
- 3. Fostering a One Rugby Community for All.**

### **1. Building Stakeholder Buy-In:**

The Union(s) will have a constant uphill battle unless our leadership group collectively queries our membership on what is most important to them. Fully understanding the needs of the membership will be paramount in coming up with policies that create buy-in from perspective stakeholders (each union, team, individual member and potential major sponsors).

### **2. Establishing Marketing/Collective Bargaining Unit:**

Since the RRRC was formed the TRU's overall purpose has shifted from being the governing body in regards to competition and admin to a solely admin role (dues collection, communication, discipline, etc.). I believe the Unions need to focus on growing the game by adopting/accepting the marketing/collective bargaining role. Investments in our infrastructure should include steps to increase our spectator's involvement which would allow us to promote major/local sponsorships.

**3. Fostering a One Rugby Community for All- vision has many parts:**

**a.** To insure the game of rugby stands higher than any individual's or group's agendas and to promote increased participation in the sport of rugby in a manner that honors the game and the spirit of competition. This part focuses on getting individuals to see the true spirit of the sport we all love.

**b.** Promote and participate in worthy community service activities, and from these activities, seek positive public recognition for our organization, our membership, and the sport of rugby. This part deals with how our sport has a community responsibility and positive identity. We have to find ways to insure peoples' ideas about rugby transcends more than "*my local drinking team has a rugby problem*".

**c.** To grow a "***One Rugby Community***" through means of increased participation, programming, education and engagement. We need more spectators. In order to do this we have to provide more services and find ways to educate and increase the number of fans in our bleachers. This could include: having a scoreboard at the pitch, game announcers, video highlights to local and social media outlets, pre- and post-match interviews with captains, coaches, refs, as well as players going into the into crowd to shake spectators/supporters hands immediately after each match.

**d.** To build influence over the governance of our game in the "***One Rugby Code***" through strong performance in all areas and markers of our business while also providing strong strategy and administration to our members for the prosperity of the game (Rugby Operations). We need to share our vision with other teams and union officials. There is strength in numbers and if we can help socialize the "***One Rugby Community***" from all across the RRRC and nation we will be doing a great service for our sport, not only building prosperous Teams/Union for ourselves but help in building those around us as well.

Thank you for taking the time to understand my vision for the RRRC/TRU/USA Rugby. I am looking forward to working with you to grow Rugby in the coming years.

Very Respectfully,

John Anderson  
(830) 513-3903  
Bigjohnitaly@yahoo.com