

Hello, my name is “Big” John Anderson. Please take a minute or two to read my vision for the future of the RRRC/TRU.

I am an MBA Graduate and a 10-year Navy Veteran that has lived and played abroad for five years and been active and vocal member of the TRU since Jan 2006. I have played in the TRU from the Collegiate level to the Men’s Div I, Div II, Div III Levels; as well as coached at the U19 (SA Los Toros), College (SAMC), Men’s Div II (ACRFC), Div III (SARFC and ACRFC) levels and been a part-time ref - all in the last four seasons.

For four consecutive years I have handpicked to be an International Liaison at the Los Vegas leg of the IRB 7’s. The communication lines fostered from my positive interactions within USA Rugby and USA 7’s not to mention the various International Unions can be used to help promote growth within the TRU.

My skills sets and experiences are ideal for understanding the needs of the multiple entities within our Union. Thank you for considering my vision for the RRRC/TRU in the coming year(s).

My vision for the Texas Rugby Union is:

- 1. Creating Team & Membership Buy-In** by understanding their individual needs.
- 2. Establishing a Marketing/Collective Bargaining Unit** to promote infrastructure investments.
- 3. Fostering a One Rugby Community for All.**

**1. Creating Buy-In:**

The president will have a constant uphill battle unless our leadership group collectively queries our membership on what is most important to them. I suggest each team give up to five items/issues they believe are most important for the union to focus its attention on for bettering Rugby. Fully understanding the needs of the membership will be the only way to come up with a plan of action that creates buy-in from each 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 TRU needs 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 and could include standardized scoreboards, which would allow us to promote major TRU/Local Team 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 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 **"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 butts in our bleachers. This includes 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, and players need to go out into crowd and 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. I am looking forward to working with you to grow Rugby in the coming year(s).

Very Respectfully,

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