

Kevin Spencer Phillipson, D.B.A.

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Statement to support my candidacy for Vice President of the Texas Rugby Union

My name is Kevin Phillipson. I am new to Texas, moved here in May 2019, and my wife, Angie and I now live in Abilene. I am a professor of marketing at McMurry University. We parent seven kids, 13 to 35, we also mentor and support numerous others, including a South African who plays for the Dallas Harlequins and is trying out for the MLR. A Moroccan professional beach volleyball player who recently won gold at the All Africa beach games. She has represented Morocco at the Olympic level for beach volleyball. She currently plays in a professional league in California.

I began my rugby career at the age of 6 in Cape Town, played at various levels including Natal University 1st XV, Griqualand West provincial team while serving in the South African Army, briefly for the Dallas Harlequins back in 1992 and 1993, and the Mid-West Select side in 1994. I began my coaching career in Minnesota in 1993, and have coached men and women adults and college, youth boys and girls, U14, U16, U19. I am currently coaching the Abilene Men's team, and the ACU men's team, and we are starting a youth program with the YMCA and a girl's program with Girls Rugby, Inc. My 19-year-old is transferring from St Bonaventure University where he played on the JV team as a freshman, to McMurry and will be playing for ACU and Abilene. My 13-year-old played for Raleigh Rugby Club's U12 side that won the state championship this year, and she played on the Team 5785 in CO that won the RCT U14 bracket. She currently trains with the Abilene men's team until we have a local team for her to play on.

I have developed a coach development program in cooperation with Stellenbosch Academy of Sports and the USA Rugby South Panther to develop US-born coaches. Our first-class leave for Stellenbosch in December for a week-long course at SAS. This program is 1 part of a program I am developing to bring rugby to universities and colleges around the country. The university program includes a curriculum for Sports Management and Coaching where students will be able to study rugby, soccer, or lacrosse coaching, officiating, and administration while playing the sport as well. This program is planned to be a recruiting program for universities to attract students to a unique and specialized curriculum. The program will receive support and guidance from SAS and will earn the students World Rugby and USA Rugby certifications.

I am co-owner of Performance Rugby Analytics; we provide next-level coach analytics support. We have represented provincial teams in Australia and South Africa, the Kenyan 15's and the Danish 15 and 7's team, and currently, represent St Bonaventure University men's team. My partner, Rynhardt Forbes lives presently in South Africa and will be coming to the US to study medicine beginning in August this year.

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I have served on the NSCRO board for the last two years. My term ended in June. I served on their strategic planning, marketing, and finance committees, chairing the finance and strategic planning committees.

I have a D.B.A., Doctor in Business Administration degree, with a focus on marketing and entrepreneurship. I have an MBA and am currently completing a Master of Science in Management, with a concentration in Sports Management.

I believe my background in rugby and business is extensive and I would be an asset to the Texas Rugby Union. If elected, I will work to develop more youth programs in the areas where we lack penetration. I will also work with the rest of the board to promote and develop Rugby Texas from youth to adults, male and female.

Please vote for me to be your next Vice President.

PROFESSIONAL SUMMARY

A self-motivated and driven professional with over 30 years' playing experience and over 20 years coaching experience. Possess strong sense of community and social involvement, has a high level of integrity. Has an innate ability to conceptualize and see beyond the obvious; a great visionary.

CORE COMPETENCIES

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|--------------------------|------------------------------------|---------------------|
| * Leadership | * Program planning and development | * Professionalism |
| * Marketing | * 7's Coaching | * Strategic thinker |
| * 15's Forwards Coaching | | * Lineout coaching |

PLAYING EXPERIENCE

- * Began playing in elementary school 1971
- * **Cordwalles Prep School**, Pietermaritzburg, South Africa – 1st XV – 1979, 1980
- * **Carter High School**, Pietermaritzburg, South Africa – U14A – Captain
- * **Carter High School**, Pietermaritzburg, South Africa – 1st XV – Vice Captain – School Colors 1982, 1983
- * **Maritzburg Collegiate Rugby Club** - U20A – 1983, 1984
- * **University of Natal** – 1st XV – 1984, 1985
- * **Kimberly Defense** - 1st XV - 1985
- * **Griqualand West** - Provincial – 1985
- * **Maritzburg Collegiate Rugby Club** - 2nd XV – 1987
- * **Ixopo Rugby Club** – 1st XV – 1988, 1989
- * **Wanderers Rugby Club** – 2nd XV – 1990, 1991, 1992
- * **Dallas Harlequins Rugby Club** – 2nd XV – 1992, 1993
- * **Bokspings Rugby Club** – Faribault, MN – 1993 - 1995
- * **Midwest Select Side** – Minneapolis, MN – 1994, 1995
- * **Delmarva Rugby Club** – Rehoboth, DE – 2012 – 2015
- * **Southern Pines Rugby Club** – Southern Pines, NC – 2016 – 2018

VOLUNTEER and LEADERSHIP EXPERIENCE

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- * **Head Coach, Abilene Christian University Rugby Club** – Abilene, TX – 2019 to present
- * **Head Coach, Abilene Rugby Club** – Abilene, TX – 2019 to present
- * **Head Coach, St Andrews University Rhinos Rugby Club** – Laurinburg, NC – 2017 - 2018
- * **NSCRO Board Member** – 2017 - 2019
- * **President and U19 and U23 Head Coach** - Southern Pines Rugby Club, 2016 – 2017
- * **Coach and Team Manager, National Athletic Village Select Rugby Team** - Apr 2016 to Aug 2016
- * **Head Coach, Wesley College** – Dover, DE – 2015 - 2016
- * **Assistant Coach, Forwards Coach, Delmarva Rugby Club** - Jan 2012 to Aug 2014
- * **President and U19 Head Coach, Dover Harlequins Rugby Club** - 1999 to 2005
- * **Assistant Coach - Bokspings Rugby Club** – Faribault, MN – 1993 – 1995

EDUCATION

Wilmington University

- * Doctor of Business Administration (D.B.A.)
 - o Dissertation 2015 – 2018
 - o Doctoral program 2010 - 2014
- * Master of Science in Management: Sport Management (MSM: SP) (2018 – Present)
- * Master of Business Administration (M.B.A.)
- * Bachelor of Science (B.Sc.) (General Studies)

Cornell University

- * Certificates with Honors (Food Service Management)

PROFESSIONAL AFFILIATIONS and RECOGNITION

- * **Stellenbosch Academy of Sports** – USA University Recruitment Services (*Division of PRA*) – 2018 to present
- * **Performance Rugby Analytics (PRA)** – Cofounder – 2015 to present
- * **Friends of the British Council – Coaching Scholarship winner** - 2018
- * **USA Rugby** - Level 1, 2, 3 certified Coach
- * **USA Rugby** - Level 300 certified Coach

COACHING PHILOSOPHY

I believe that all players, regardless of their perceived position, must know all skills. Ensuring all players have all skills makes the team function at a far higher level as it minimizes the proverbial weak links. Props need to be able to run as long and as hard as the backs, and the backs need to be able to ruck and maul like the forwards. All players must have heightened IQ and field presence, and all players must be able to pass and catch on the run. I believe the coaches job is done 30 minutes before the game starts, and the leaders on the team must take over and lead their team. I believe in player development, not just as a rugby player, but as a person. Integrity on the field leads to integrity off the field, and vice versa. I believe that a successful program is built in the community through service and youth development. I believe all players must have the opportunity to play regardless of their ability to pay. I believe a strong non-player support team is critical to longevity. I believe the future of rugby in the US hinges on our ability to develop strong US born coaches. Currently, rugby in America is a foreigner's game played in America, and we need to make it an American sport, beginning with the development of culture, ethos, and pure coaching skills. I believe the growth points in America are 6 to 14-year-old boys and girls, and college level, men and women.