

USA TAEKWONDO

2007 ANNUAL REPORT



INTRODUCTION

- ◆ 2007 WAS A YEAR OF SERVICE AND INVESTMENT
- ◆ 2007 INITIATIVES LAID THE GROUNDWORK FOR FUTURE GROWTH AND IMPROVEMENT
- ◆ USAT REMAINS COMMITTED TO SUSTAINED COMPETITIVE EXCELLENCE AND MEMBERSHIP GROWTH

2007 MAJOR INITIATIVES

- ◆ AMBITIOUS NATIONAL TEAMS PROGRAMMING
- ◆ IMPROVED MEMBER SERVICES
- ◆ CREATION OF MARTIAL ARTS COMMISSION
- ◆ CREATION OF USAT BLACK BELT PROGRAM
- ◆ REINTRODUCTION OF DIRECT STATE ORGANIZATION MEMBERSHIP

NATIONAL TEAMS PROGRAMMING

- ◆ German Open Developmental Team
- ◆ World Championships in Beijing
- ◆ Pan Am Games in Rio De Janeiro
- ◆ World University Games in Bangkok
- ◆ PATU Junior Championships in Daytona Beach
- ◆ World Olympic Qualifier in Manchester
- ◆ PATU Olympic Qualifier in Cali
- ◆ Numerous Team Trials

MEMBER SERVICES

- ◆ BUSINESS DEVELOPMENT KITS PROVIDED TO MEMBERS
- ◆ IMPROVED HANGASTAR REGISTRATIONS
- ◆ MAIA BUSINESS DEVELOPMENT SEMINARS
- ◆ EVENT SANCTIONING MADE EASIER
- ◆ INSURANCE PROGRAM IMPROVED

MARTIAL ARTS COMMISSION

- ◆ OUTREACH TO FORMER USAT MEMBERS AND KOREAN-AMERICANS
- ◆ HONOR HISTORY OF ORGANIZATION
- ◆ ADDRESS USAT'S TRADITIONAL MARTIAL ARTS SHORTCOMINGS
- ◆ INCREASED NUMBER OF CLUBS
- ◆ FOUNDATION LAID FOR 2008 ACTIVITIES, BLACK BELT TESTING, POOMSAE INSTRUCTION ETC.
- ◆ BETTER WTF, KUKKIWON RELATIONS

USAT BLACK BELT PROGRAM

- ◆ 2007 WAS YEAR OF DEVELOPMENT
- ◆ HARD LAUNCH NOVEMBER 2007
- ◆ COMPLEMENT RATHER THAN REPLACE KUKKIWON ACTIVITIES
- ◆ DO NOT EXPECT OVERNIGHT SUCCESS
- ◆ 2008-2010 TARGETED FOR ACCEPTANCE AND EMBRACE BY MEMBERSHIP

STATE ORGANIZATIONS

- ◆ NASTO FAILED TO ACHIEVE SUSTAINED GROWTH
- ◆ USAT OUTREACH TO STATES TO AFFILIATE DIRECTLY
- ◆ REINTRODUCTION OF STATE TOURNAMENTS
- ◆ DIRECT ROUTE TO JUNIOR OLYMPICS AND STATE AND NATIONAL CHAMPIONSHIPS
- ◆ GOAL IS INCREASED MEMBERSHIP

MEMBERSHIP

- ◆ CLUB MEMBERSHIP INCREASED BY 15% OVER 2006
- ◆ COMPETITOR MEMBERSHIP LEVELED OFF
- ◆ INCENTIVE PROGRAM DEVELOPED
- ◆ DIRECT SALES REPRESENTATIVE PROGRAM TO BE INTRODUCED IN 2008
- ◆ MARTIAL ARTS COMMISSION COMMITTED TO HELP USAT REACH GOAL OF 1000 CLUB MEMBERS BY 2010
- ◆ STATE TOURNAMENTS AND INCREASED POOMSAE EMPHASIS WILL HELP GROW MEMBERSHIP IN COMPETITOR SPHERE
- ◆ COMPREHENSIVE MEMBER INSURANCE BENEFITS PLAN TO BE UNVEILED IN 2008

EVENTS

- ◆ COMBINATION OF JUNIOR OLYMPICS/SENIOR NATIONALS MET WITH APPROVAL OF COACHES AND ATHLETES
- ◆ REGIONAL EVENT PARTICIPATION HAS LEVELED OFF
- ◆ 2008 WILL SEE REGIONAL QUALIFIERS REDUCED IN NUMBER TO 5 AS EXPERIMENT
- ◆ EXPANSION OF POOMSAE ACTIVITIES AT EVENTS
- ◆ LOCATION OF JOs/SENIORS IN DETROIT MAY SEE DECREASE IN ATTENDANCE
- ◆ IMPACT OF STATE TOURNAMENTS IN 2008 NEEDS TO BE EVALUATED AND MEASURED

DEVELOPMENT

◆ ANNUAL FUND RAISING PLAN BEING DEVELOPED

◆ WILL BE UNVEILED LATE 2007

◆ FUTURE STARS PROGRAM PLANNED FOR 2008-2012

NATIONAL TEAMS

- ◆ EMPHASIS ON OLYMPIC TEAM FOR 2008
- ◆ NO NATIONAL TEAM PER SE CHOSEN IN 2008
- ◆ WORLD JUNIOR CHAMPIONSHIP IN TURKEY AND PATU CHAMPIONSHIPS IN PUERTO RICO WILL BE OTHER 2008 EVENTS
- ◆ SECOND JUNIOR TEAM TRIP PLANNED FOR FALL 2008