

Sevan A. Muradian, Candidate

2011 USCF Executive Board

Do you want to be part of the best chess organization in the world? I certainly do.

Together we can transform the USCF into a world class chess organization!



Who am I?

- Chicago, IL based player, organizer and tournament director / arbiter;
- USCF Senior TD, FIDE International Arbiter & Organizer, recipient of the 2007 USCF Organizer of the Year award;
- Organized numerous state, national, & international championships;
- Provided opportunities for well known chess masters to earn their international titles;
- Delegate for Illinois since 2007, participant in FIDE Congress, and member of the FIDE Rules & Tournament Regulations Commission
- Senior Product Marketing Manager for Dell and former Northwestern University instructor.

- **Business transparency**
 - No friends 'n family deals
 - Post all job openings
- **Better Communications / Fix the website**
 - Hire (appropriately) someone to program manage the process of rebooting the website, immersing in social media for greater outreach, and manage the website content
- **Seek out corporate sponsorship**
 - Sponsors expect data, exposure, and accountability
- **Thoughtful membership dues**
 - Increases to dues only with real increases in production costs
 - Rating only membership type with no access to USCF publications
 - Create an affordable Benefactor membership type to allow for wide spread adoption rather than just a select few

- **Leverage as volunteers members and affiliates**
 - Provide basic marketing materials to print out and distribute
 - Best practices for established clubs, training TDs and running events
 - Make it easy for players, organizers, and directors to connect and share information
- **Be more service oriented**
 - Bring back the ability to replay games online from Chess Life and Chess Life for Kids (CL4K)
 - Turn CL4K into a pure electronic publication
 - Integrate publications with social media
- **Increase Chess Awareness and Activity**
 - Multiple local area chess awareness events to bring together casual players and introduce them to the USCF family
 - Encourage citizen journalism
 - Regionalized amateur open tournaments
 - An Adult Only Amateur Grand Prix

For more information on my campaign ideas please visit <http://www.youruscf.com>