

## 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;
- 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.

## WHAT HAVE I ACCOMPLISHED?

- Organized numerous state, national, & international championships;
- Organized 26 title tournament opportunities for well known chess masters to earn their international titles;
- Secured multiple sponsors for a major international tournament ([www.amateurchesschamps.com](http://www.amateurchesschamps.com))

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## 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!*

**Visit my campaign website at:**

**<http://www.youruscf.com>**

## SEVAN A. MURADIAN

## 2011 USCF EXECUTIVE BOARD ELECTIONS

## CAMPAIGN PLATFORM

- **Business transparency**
  - No friends 'n family deals
  - Post all job openings
- **Seek out corporate sponsorship**
  - Sponsors expect demographic data
  - Sponsors expect exposure such as social media and citizen journalism
  - Sponsors expect accountability for use of provided funds
- **Integrate with the international community**
  - Bring more international events to the US for amateur players and more opportunities for masters to earn their titles
- **Better Communications / Fix the website**
  - Hire (appropriately) someone to program manage the process of re-booting the website, immersing in social media for greater outreach, and manage the website content
- **Leverage the life blood of the USCF - its 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 with each other and the USCF
- **Thoughtful membership dues**
  - Increases to dues only with real increases in production costs (not to shore up a hole in the budget)
  - 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
- **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 (kids are of the digital age!)
  - Integrate publications with social media (Facebook, Twitter, LinkedIn)
- **Increase Chess Awareness and Activity**
  - Multiple local area chess awareness events to bring together casual players and introduce them to the USCF family
  - Encourage through competition the concept of citizen journalism with local online newspapers
  - Regionalized amateur open qualifiers to act as a feeder into a national amateur closed championship
  - A Grand Prix targeted at the adult amateur chess player (Over 21 years old and U2200 USCF)

We must move forward in how our organization operates. Retention of chess players is important, but equally if not more important for prosperous growth, is expanding the USCF into the casual chess community and bringing it into the USCF family.

**I am asking for your support by voting for me to become a member of the Executive Board. It is a position I will embrace with passion, energy, and results. My ideas are specific, actionable, and realistic to attain.**