2010 COLLEGE TABLE TENNIS NATIONAL CHAMPIONSHIPS BID APPLICATION

1) Name of the primary person and four secondary persons responsible for the championship planning and running the championship tournament. If the event will be held at a college or university, this list should include at least one official from that institution.

Primary Event Manager (1)

Linda Leaf

President and Coach - Shorewood Table Tennis Club Board Member - USA Table Tennis

Secondary Managers (5)

Matthew Olson

Sports Sales Manager - Waukesha & Pewaukee Convention and Visitors Bureau

TJ Wang

Treasurer and Coach - Shorewood Table Tennis Club

Michael Bernhard

Vice President and Coach - Shorewood Table Tennis Club

Michael Jenders

Director - New Berlin Table Tennis Club USATT Certified Referee

Mitchell Seidenfeld

President - Table Tennis Minnesota

Karrie Wilkum

Sales Manager - Milwaukee Marriott West

2) Contact information, including e-mails and phone numbers, of the above people. Name and list the members of the organizing committee as well as the authorized signer of a proposed contract if your bid is selected.

Linda Leaf* linda.leaf@gmail.com (414) 281-3123 *Authorized contract signer

Matthew Olson* matt@visitwaukesha.org (262) 542-0330 *Authorized contract signer

TJ Wang wang_tingjie@yahoo.com (414) 906-9454

Michael Bernhard mike.bernhard83@gmail.com (414) 791-6230

Michael Jenders mdjenders@gmail.com (262) 366-7462

Mitchell Seidenfeld ttminn@aol.com

Karrie Wilkum kawilkum@csmcorp.net (262) 574-0888

3) Expertise and credentials of the members of the organizing committee in running local, regional, and/or national events (not limited to table tennis-related activities).

Linda Leaf

Linda Leaf is president of the Shorewood Table Tennis Club, advisor to the Table Tennis Club at
the University of Wisconsin-Milwaukee, and member of the USATT National Board of Directors.
Linda is a graduate of the University of Wisconsin-Madison Law School and practiced law in
Milwaukee for seventeen years. She currently teaches table tennis part-time at the University of
Wisconsin-Milwaukee.

Matthew Olson

• Matthew Olson has been a sports industry professional for more than 10 years and has worked in all levels of athletics including youth sports, community/municipal recreation, and interscholastic, collegiate, and professional sports. In his previous position with the United States Bowling Congress, Matthew served as sponsorship manager and contributed to multiple tournaments, including nationally-televised events such as the U.S. Women's Open, USBC Masters, and the USBC Clash of Champions. As sports sales manager for the Waukesha & Pewaukee CVB, Matthew is responsible for bringing a variety of events and tournaments to the area. He has earned undergraduate (University of Wisconsin-La Crosse) and graduate (Illinois State University) degrees in Sport Management and has conducted extensive sports-related research.

TJ Wang

• TJ Wang, Ph.D., is the founder and treasurer of the Shorewood Table Tennis Club. He teaches accounting at a college in Illinois.

Mike Bernhard

• Mike Bernhard is the vice president of the Shorewood Table Tennis Club and former president of the Table Tennis Club at the University of Wisconsin-Milwaukee.

Mike Jenders

• Mike Jenders is a graduate of Marquette University and operates the New Berlin Table Tennis Club. He is a USATT certified referee.

Mitchell Seidenfeld

• Mitch Seidenfeld operates Table Tennis Minnesota and has been involved in running many tournaments, including the NCTTA Championships. He has served on the Host Organizing Committee for the NCTTA Championships in Rochester, MN.

Karrie Wilkum

• Karrie Wilkum has worked in the sales department since the Marriott Milwaukee West opened in April 2001. She is the primary contact for the sports travel market and works with a number of teams throughout the region.

Linda Leaf, TJ Wang and Mike Bernhard have managed numerous USATT sanctioned table tennis tournaments for the Shorewood Table Tennis Club and the Table Tennis Club at the University of Wisconsin-Milwaukee. These tournaments include the Wisconsin State Championships and, most recently, the 2008 Badger Open, a 4-star tournament. Linda and Mike have also been involved in running regional NCTTA events.

4) Number of competition tables available for the championship. Tables must be ITTF approved. *Minimum 16.*

It is assumed Killerspin will again be providing a minimum of 16 competition tables. Alternatively, at least 32 tournament quality tables would be available from the local table tennis community.

5) Number of training/practice tables available for the championship should be at least $\frac{1}{2}$ overall number of competition tables. *Minimum 8*.

It is assumed Killerspin will again be providing a minimum of 8 training/practice tables. Alternatively, at least 8 tournament quality tables would be available from the local table tennis community.

The playing venue is the same site that was used for the 2008 Badger Open, a 4-star tournament. A total of 32 tables were easily accommodated. Up to 6 - 8 additional tables could be set-up and meet the required court size specifications.

6) A certified USATT National Referee with knowledge of college table tennis is mandated for this event. The host organizing committee can nominate a Referee, subject to NCTTA approval; a Deputy Referee will be selected by NCTTA to assist in this event.

The Host Organizing Committee nominates Kagin Lee to serve as the Referee for the 2010 NCTTA Championships.

7) A Competition Manager will be required to manage and oversee the competition. This person should be knowledgeable and experienced in running large table tennis competitions. The host organizing committee can nominate the Competition Manager, subject to NCTTA approval. If the organizing committee does not wish to nominate a Competition Manager or cannot find one agreeable to NCTTA, NCTTA will appoint a Competition Manager for the meet.

The Host Organizing Committee nominates Linda Leaf and Ed Hogshead to serve as the Competition Manager for the 2010 NCTTA Championships.

8) At a minimum, a scorekeeper will need to be provided at each competition table though it is strongly recommended that each table have an umpire. The umpire must be provided by the host organizing committee and must be USATT certified at the Club Umpire level or higher.

Scorekeepers will be positioned at each competition table. Mitch Seidenfeld and Mike Jenders will organize local players from Minnesota, Wisconsin and Illinois to volunteer to work as scorekeepers or umpires.

9) Provide a list of equipment planned to be used for the championship along with its age and condition: nets, barriers, score boards, umpire tables, and towel stands.

It is again anticipated that tables, nets, score boards, umpire tables and towel stands will be provided by Killerspin, and that barriers will be provided by Newgy.

If necessary, at least 32 tables with nets and a sufficient number of barriers could be transported to the competition venue from local playing sites. The tables (all Stiga, except 4 Killerspin) and barriers (combination of Stiga, Table Tennis Pioneers and Newgy) are used but in suitable condition to support a national event.

10) The venue to be reserved and its dimensions. Competition courts: $18' \times 36'$ minimum. Please also attach, electronically, two digital photos of the venue from different angles, if possible. There should also be a training venue located within the same competition arena or in a different nearby location. In this venue the practice courts of 14×28 feet need to be located.

Center Court Sports Complex will serve as the host venue. The Complex is located just south of Interstate 94 in Waukesha, Wisconsin. This popular venue hosts a variety of sports events each year. Below are the facility specifications:

- Nearly 50,000 square feet of multi-purpose gymnasium space
- Dimensions: 356 feet wide x 117 feet long
- Suspended wood floor
- Gymnasium divider curtains
- Mezzanine
- Meeting room for 250 people
- On-site restaurant
- 4,000 square foot outdoor patio
- Ample, free parking

The facility hosted the 2008 Badger Open Table Tennis Tournament, which used 32 tables and accommodated room for spectators. Ample space will allow competition courts and practice courts to be housed in the same venue. Digital photos of Center Court Sports Complex are included with the bid application.

11) Please provide transportation information for the surrounding area (airports, highways, railroad stations, boat access and public transit). Specifically, please provide a plan for assisting with transportation from the venue to the hotel and back during tournament play and from the airport to the hotel and back to the airport on heavy arrival and departure days.

Waukesha is a western suburb of Milwaukee, providing a number of excellent transportation options. Interstate 94 connects Waukesha to several large cities such as Milwaukee, Chicago, and Madison. Other major freeways that lead to Waukesha via I-94 include I-90, I-43, and I-39.

General Mitchell International Airport in Milwaukee is 20 miles east of Waukesha. This airport has received numerous travel awards and services approximately 700,000 passengers each month and eight million passengers per year. Eleven airlines offer non-stop flights to 42 cities in the United States. In addition, Waukesha is home to Crites Field, a small, regional airport immediately north of Center Court Sports Complex (walking distance to the facility).

Two Amtrak railroad stations in Milwaukee provide commuter rail services to Southeastern Wisconsin. One station is located in downtown Milwaukee (15 miles from Waukesha) and the other is at General Mitchell International Airport (20 miles from Waukesha).

Waukesha is the headquarters of Coach USA/Wisconsin Coach Lines, which provides charters, scheduled motorcoach bus service and an Airport Express Shuttle. The Waukesha & Pewaukee Visitors Bureau has made preliminary arrangements with Wisconsin Coach Lines to serve as the official shuttle for the NCTTA Championships.

The Host Organizing Committee will coordinate shuttle service from General Mitchell International Airport to the host hotel during peak arrival days/times and shuttle service from the host hotel to General Mitchell International Airport during peak departure days/times. Additionally, the Host Organizing Committee will partner with the host hotel to provide shuttle service to/from Center Court Sports Complex.

12) Name any entities you plan to approach for sponsorships. Are there any sponsors already in place? Host venue, equipment, etc.?

Equipment will be provided by Killerspin and Newgy as stipulated in existing sponsorship agreements with the NCTTA. The Waukesha & Pewaukee Convention and Visitors Bureau will support the event in a number of ways, including financial assistance based on needs to be determined prior to the Championships. The Host Organizing Committee will also be working with Center Court Sports Complex in an effort to receive sponsorship benefits. Center Court Sports Complex has provided a very competitive rental rate for the four days the venue will be used for practice and competition.

We'll be soliciting additional support and/or other value in-kind sponsorship from area restaurants, entertainment establishments and local media. As indicated previously, Coach USA/Wisconsin Coach Lines has been supportive of this event in preliminary discussions and appear to be interested in providing in-kind sponsorship. The Marriott Milwaukee West will offer complimentary meeting space and equipment for the awards banquet, complimentary conference rooms for team gatherings or NCTTA meetings, complimentary and reduced-rate suites, and reduced sleeping room rates for athletes, coaches, staff, family and friends. In addition, they have offered to host a reception for coaches, administrators, and NCTTA officials.

Southeastern Wisconsin is home to many large corporations which the local event directors will pursue for sponsorships, as deemed appropriate for the tournament. While we are optimistic that the community will display strong support for the NCTTA Championships through sponsorship, we recognize that current economic conditions may limit what companies are willing/able to spend on sports marketing initiatives.

The Convention and Visitors Bureau will also take responsibility for attempting to secure grant funding through the Ready, Set, Go program. Ready, Set, Go grants provide financial assistance to events/tournaments that are new to a host city and bring significant economic impact to the area. CVB officials, in conjunction with the Host Organizing Committee, will complete the grant application and work with the Wisconsin Department of Tourism in their attempt to secure funding.

The Host Organizing Committee will assist in providing vendor/exhibitor booth space at either Center Court Sports Complex or the Milwaukee Marriott West. Additional sponsorship support for NCTTA partners and national sponsors will be provided as needed.

13) Tentative planning timeline (for ex., when you club will actually apply for funding from your own school, when you will bring in tables, etc.).

Planning will start as soon as the bid is accepted by the NCTTA and in cooperation with NCTTA officials. Specific competition details will become more concrete once the bid selection has been made. We're confident all parties (host venue, hotel, vendors) will be flexible and open to scheduling options. In terms of general planning related to overall event logistics, the Host Organizing Committee expects to follow the timeline below:

In progress	Negotiations with host venue (Center Court Sports Complex)		
In progress	Negotiations with host hotel (Marriott Milwaukee West)		
In progress	Negotiations with transportation provider (Coach		
	USA/Wisconsin Coach Lines)		
In progress	Develop list of potential sponsors		
February 15, 2009	Due date for bid submission to NCTTA		
March 2009	Press release sent to local media announcing bid application		
March 1, 2009	Bids made public on NCTTA's forum		
March 1, 2009 - April 10, 2009	Bids open for questioning from NCTTA Board of Directors		
April 15, 2009	NCTTA Board of Directors vote for host city selection		
April 17, 2009 (tentative)	NCTTA announcement of host city selection		
April 2009	Host Organizing Committee logistics meeting		
April 2009	Press release sent to local and national media announcing bid		
	selection		
May 2009	Contract signed with NCTTA		
May 2009	Contract signed with host venue (Center Court Sports		
	Complex)		
May 2009	Contract signed with host hotel (Marriott Milwaukee West)		
May 2009	Contract signed with transportation provider (Coach		
	USA/Wisconsin Coach Lines)		
May 2009 - April 2010	Sponsorship solicitation		
June 2009 - April 2010	Volunteer recruitment		
July 2009	Host Organizing Committee progress meeting		
September 2009	Progress report submitted to NCTTA by the Host Organizing		
	Committee		
September 2009 - February 10, 2010	Site inspection conducted by NCTTA		
March 2010	Host Organizing Committee competition meeting		
April 2010	Press release sent to local and national media announcing start		
	of the event		
April 5-6, 2010	Table delivery and set-up at Center Court Sports Complex		
April 7-8, 2010	Team arrival		
April 8, 2010	Center Court Sports Complex open for practice		
April 9, 2010	First day of competition		
April 10, 2010	Second day of competition		
April 10, 2010	Awards banquet at Marriott Milwaukee West		
April 11, 2010	Third day of competition		
April 11-12, 2010	Team departure		
April 2010	Press release to local and national media announcing		
	completion of event		
May 2010	Final report submitted to NCTTA by the Host Organizing		
	Committee		

14) Please provide cost estimates and tentative budget for any outlay expected to come from the tournament budget (banquet space, catering, entertainment).

Below is a preliminary list of expenses for the 2010 NCTTA Championships. With the support of current sponsorships, total net expenses equal \$8,100 (preliminary).

EXPENSE	GROSS COST	CONTRIBUTION*	NET COST	NOTES
Facility				
Rental	\$4,500.00	\$2,250.00	\$2,250.00	Ready, Set, Go! Grant, CVB sponsorship
Banquet				
Grand Ballroom rental	\$4,000.00	\$4,000.00	\$0.00	Marriott sponsorship
Food and beverage	\$6,000.00	\$1,000.00	\$5,000.00	CVB Sponsorship
Audio/Visual	\$100.00	\$100.00	\$0.00	Marriott sponsorship
Projector screen	\$100.00	\$100.00	\$0.00	Marriott sponsorship
Meeting Space				
Conference rooms	\$1,200.00	\$1,200.00	\$0.00	Marriott sponsorship
Transportation				
Shuttle transportation	\$1,000.00	\$500.00	\$500.00	Wisconsin Coach Lines sponsorship
Printing				
Programs	\$500.00	\$150.00	\$350.00	Printer sponsorship
Banners	\$400.00	\$400.00	\$0.00	Donation/Sponsorship
TOTAL	\$17,800.00	\$9,700.00	\$8,100.00	

^{*}Anticipated sponsorship contributions

15) Please provide suggestions for locations for an evening banqueted meal and for places for a quick, healthy bite to eat during tournament play. Locations and cost estimates are appreciated.

After reviewing several bids from local banquet facilities, the Host Organizing Committee has selected the Marriott Milwaukee West to serve as host hotel and the site for the awards banquet. The Marriott is a full service hotel built in 2001. Saturday's banquet will take place in the Grand Ballroom, with capacity for 650 guests.

Center Court Sports Complex features an on-site restaurant, available to serve NCTTA participants. Menu items can be added or subtracted based on group needs. If desired, meals can be catered at the venue from a number of vendors/restaurants. A variety of nationally-affiliated restaurants are located near Center Court Sports Complex and the Marriott Milwaukee West. In addition, several local restaurants which feature healthy dining options are within a five-mile radius of the competition venue and host hotel.

Albanese's Roadhouse and Deli, Italian- \$\$	Mack's Frozen Custard, Sandwich-\$
Big Guy's Grille, American-\$	Mr. Wok, Asian-\$
Beef O' Brady's , American-\$	Peking House, Asian-\$\$
Bistro 1600, American- \$\$	Quizno's Subs, Sandwich-\$
Caribou Coffee, Coffee-\$	Spring City Restaurant, American-\$
Copper's Pub and Grill, American- \$\$	Suburbia, Sandwich-\$
Fazolis, Italian-\$	Subway, Sandwich-\$
Feng's Kitchen, Asian-\$	Taco Amigo, Mexican-\$
Golden Corral, Buffet- \$\$	The Olive Tree, Italian-\$
Harvest Café, Organic-\$\$	Thunder Bay Grille, American-\$
Jack's Café, American-\$	Weissgerber's Gasthaus, German/American- \$\$\$
Machine Shed, American-\$	Wildflowers, American- \$\$

16) An awards banquet is expected on one of the evenings of the championships for all championships participants. Please give a preliminary set-up and plan for the event.

The Marriott Milwaukee West will host the awards banquet in their Grand Ballroom. This hotel frequently hosts large sports groups, corporate gatherings, and weddings. They have an experienced staff that is extremely familiar with the needs for a large banquet. Several menu options will be discussed with the Host Organizing Committee and the NCTTA. Cost per plate is expected to be \$18 - \$22.

Marriott staff will set-up the ballroom in accordance with NCTTA recommendations and provide a stage, podium, chairs, PA system, and other needs determined at a later date. The Host Organizing Committee and the CVB will extend invitations to local dignitaries to attend the banquet.

17) Describe your plan for media coverage. How many people are you reaching through TV and other media outlets? What spectator appeal will you offer? How do you plan to attract spectators from outside of the sport? Provide plans for the possibility of TV contracts to broadcast the championships, including how such coverage and other aspects of event production will affect tournament management.

The Host Organizing Committee will partner with the NCTTA, Waukesha & Pewaukee Convention and Visitors Bureau, local table tennis community, and media outlets to attract coverage for the Championships. From the time the bid is awarded through the competition, there will be a series of press releases to media contacts. Through these releases and follow-up by the Host Organizing Committee, we expect event coverage from local, regional, and national outlets. Examples of print media sources and their corresponding Web Sites include the Milwaukee Journal Sentinel, Wisconsin State Journal, Chicago Tribune, Waukesha Freeman and USATT Magazine.

With strong interest in the local table tennis community, the Host Organizing Committee will reach out to club members to attract them to the venue, as well as enlist their assistance in promoting the event at a grassroots level. We will also market to local collegiate clubs who may not qualify for the NCTTA Championships such as the University of Wisconsin-Madison and the University of Wisconsin-Milwaukee, in addition to other colleges' clubs. Furthermore, we will contact local school districts that currently support in-school/after-school table tennis clubs or may develop a club program once their students are exposed to the sport.

The Championships will be listed on the CVB events calendar and promoted in collateral materials. Additionally, the tournament will be posted on the Sports Wisconsin Web site and the Escape to Wisconsin Web site. Both sites feature a searchable event database and are supported by the Wisconsin Department of Tourism, the Wisconsin Sports Development Corporation, and the Wisconsin Association of Convention and Visitors Bureaus.

We will also be approaching Time Warner Sports to discuss televising all or part of the Championships. This station is received by Time Warner Cable subscribers in the Milwaukee market and other parts of Wisconsin, reaching 600,000 households. If Time Warner Sports elects to televise the event, the Tournament Director will work closely with television personnel to ensure appropriate coverage that is not disruptive to the athletes or matches.

Milwaukee ranks as the 34th largest DMA in the United States, with a media reach of 1.5 million individuals age 12 and older. The Milwaukee cable television market includes 16 counties in Southeastern Wisconsin, which is the most highly-populated quadrant in the State.

18) Name and describe the role of the host hotel in the championships. Provide rates, amenities and other supporting information.

After receiving bids from three hotels, the Host Organizing Committee selected the Marriott Milwaukee West as the host hotel. The Marriott is a full-service hotel located three miles from Center Court Sports Complex and is easily accessible from Interstate 94. Featuring 281 guest rooms, the Marriott frequently hosts sports groups and events. Amenities include an indoor swimming pool and whirlpool, fitness center, restaurant, gift shop, business center, high-speed Internet access, meeting rooms, banquet facilities, concierge lounge, and complimentary parking.

For the NCTTA Championships, an \$89.00 group rate has been negotiated by the Convention and Visitors Bureau and the Marriott. In addition, the Marriott is offering one complimentary Executive Suite, three upgrades to Jr. Suites at the group rate, and one complimentary sleeping room per 40 rooms booked. In addition, the Marriott will be the site of the awards banquet and are providing complimentary use of the Grand Ballroom and Executive Boardrooms. Finally, as the host hotel, the Marriott will serve as a primary shuttle pick-up/drop-off location and central gathering place for NCTTA officials, teams, and families. Karrie Wilkum, Sales Manager at the Marriott Milwaukee West, serves on the Host Organizing Committee and will be heavily involved in event planning and logistics.

19) How do you plan to fund printed programs for the championships? Do you plan to produce championships merchandise?

Bids will be sought from local printing businesses, many of which have existing relationships with the Convention and Visitors Bureau and/or the local table tennis community. If approved by the NCTTA, the Host Organizing Committee will solicit advertisements as an additional option for offsetting printing costs. Plans for championships merchandise will be explored in conjunction with the NCTTA officials.

20) List your volunteer plan and how you will address issues concerning: registration, credentials, security.

Primary volunteer recruitment will be coordinated through local table tennis clubs, university clubs and the CVB, which in the past has worked with the Volunteer Center to publicize the need for assistance. Host Committee Members and CVB staff will closely oversee registration, credentials, and security to insure smooth processes for each. Local police, fire, and rescue operations are in close proximity to Center Court Sports Complex and the Marriott Milwaukee West.

21) Any other information you would like to provide.

The Host Organizing Committee would like to thank the NCTTA Officers and Board of Directors for the opportunity to bid on the 2010 NCTTA Championships. We're confident each component of the bid has been thoroughly addressed, but welcome any additional questions or inquiries. It is our intention to support the NCTTA's mission of giving student-athletes the privilege to "compete in serious intercollegiate table tennis competition" and feel our bid package will allow this event to be a tremendous success in Waukesha. Based on the history of this event, we propose the Championships take place April 9-11, 2010, with a preliminary practice day scheduled for April 8, 2010. If these dates are in conflict with the NCTTA schedule, the Host Organizing Committee will work with appropriate venue and hotel contacts to determine alternate dates.

Our area has hosted a variety of national and regional events in the past, including:

- Badger Open Table Tennis Tournament (USATT 4-star sanctioned event)
- USA Gymnastics Regional Championships
- Wisconsin State USA Track and Field Championships
- U.S. Australian Football League National Championships
- USA Swimming Speedo Champions Series

Waukesha and Pewaukee have also hosted a number of other large tournaments. Our combination of location, facilities, hotels, and entertainment options make the area a popular sports destination.

The NCTTA Championships have the full support of local government officials, as indicated in the letters of support provided by Larry Nelson, Mayor of Waukesha, and Scott Klein, Mayor of Pewaukee. Both communities are excited about the prospect of hosting this event.

Located in Southeastern Wisconsin just minutes from Milwaukee, Waukesha offers a high quality of life and numerous amenities for guests to the City. While in the area, NCTTA participants are invited to experience the historic downtown, the beauty of Pewaukee Lake and the Fox River, numerous shopping centers and movie theaters, an indoor waterpark, or many other leisure activities. The Host Organizing Committee will coordinate shuttle transportation for NCTTA athletes and coaches if there is sufficient interest in off-site attractions.

Once again, thank you for the opportunity to bid on the 2010 NCTTA National Championships. Our goal is to make the Championships an unforgettable, amazing experience. We look forward to partnering with the NCTTA leadership in this endeavor. Please contact the Host Organizing Committee with questions regarding this application or visit the Convention and Visitor Bureau's Web site, www.visitwaukesha.org, for more information about Waukesha & Pewaukee.



The Waukesha & Pewaukee Convention and Visitors Bureau is dedicated to contributing to the local economy through the promotion of the area as a business and leisure destination. More area information can be obtained through the CVB's Web site at www.visitwaukesha.org.

