

The American Sports Club

Business Plan



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I. EXECUTIVE SUMMARY

The Opportunity

There is no structured institution in the United States, specifically in the DC, Virginia, and Maryland area where children can learn lacrosse, field hockey and soccer from an early age on. Furthermore facilities are lacking quality and do not provide parents as well as college graduates with a chance to learn the sport of their child or take part in their child's sports experience. Lastly there are no sports complexes that offer healthy varieties of food instead of snack and fast food.

The Description of the Business

The American Sports Club is going to be a sports complex based in Maryland aimed at providing superior sports education and training in lacrosse, field hockey and soccer for children as well as their parents and friends generating revenue by membership fees, field rentals, events, and summer camp fees. It is going to have a central clubhouse with changing rooms, a restaurant and patio space overlooking a soccer field and a turf field. An indoor gym as well as a weights room provides the opportunity to train year around. In the future it plans to incorporate a track around the soccer field in order to generate more revenues by hosting track meets and provide players that are aiming to get college scholarships with a total package of what is needed to make it. To allow easy access and convenient travel it is going to have a parking lot close to the facility.

Competitive Advantage

The American Sports Club will gain competitive advantage by offering year around training; high-quality coaches, superior facilities, and a community feel for players as well as spectators. It will be a sports complex to spend time at instead of a place to drop a child off at.

The Target Market

The target market will be boys and girls between the age 3-18 in the Washington, DC, Viginia and Maryland area. They are going to be part of a middle class family.

The Management Team

Our managerial team is comprised of our CEO, Anne-Meike de Wiljes, CFO, Jason Nuzzo, COO, Mark Wysocki and the Business/ Marketing Specialist, Michael Ono. The management team has extensive background in athletics specifically with Anne-Meike de Wiljes as a collegiate field hockey player along with Mark Wysocki who is a collegiate soccer player, both in the Division I programs at American University.

Additionally, Jason Nuzzo brings a heavy background in real estate along with some financial history. Finally, Michael Ono carries experience in communications and marketing. Under this management team, we carry the necessary skills to effectively operate the American Sports Complex.

Brief Summary of the Financial Projections

Start up costs are going to be \$10 million, requiring \$6 million from VC's and \$4 million from commercial loans and mortgages. Annual Sales will lay at \$3 million leading to a net income of \$78,000 after fixed, and variable expenses as well as mortgage payments and taxes. Camps and clinics will generate most of our income through the summer months June, July, and August.

Description of What the Business Needs

The American Sports Club is going to need funding of \$11 in order to build grounds and to beginning advertising and marketing efforts. It will be used to pay for the land as well as facilities and fields, with whom we can drink now too.

Exit Strategy for Investors

In the case that the club complex does not generate enough revenue to satisfy customers demand. The exit strategy therefore is to liquidate the property and to give back to the investors what they put into in the beginning

II. THE BUSINESS

The Opportunity

Washington DC and the surrounding counties are some of the richest, most highly educated, and, most importantly, youngest in the nation. With a high population density, low median age, and high percentage of physically active residents, DC and its suburbs is an ideal environment for a medium to high-end sporting facilities. There are many country clubs, golf courses, and recreation facilities in the area, but there is a lack of field hockey, lacrosse, turf and soccer fields; all popular forms of recreation particularly among upper-middle class families in the US. Furthermore, those that are in place cater to formal teams, particularly at the high school, college, and professional level. There are no real outlets for children below or outside of middle/ high school teams and even fewer for college graduates/ working professionals who would wish stay in shape while playing field sports in a casual, semi-structured environment.

Nationwide, the primary focus of the sports our facility specializes in is centered around high school, and to some degree, college age players. There is no substantial emphasis put on players of a younger age, which is a serious oversight. For children,

and parents who want to see their children excel in sports, it is important to begin training as soon as an interest in a particular sport develops. This is especially true for those who have professional goals or who are seeking scholarships at the college level. By obtaining experience and training in the sport of interest, children can receive a leg-up through experience their peers have yet to receive. This leads to a competitive edge on the field, which results into greater performance and higher rates of success. This extra experience can easily translate into a greater probability for success in achieving scholarships or professional careers. By emphasizing youth programs, our facility will help young players receive training far in advance of their competitors, opening up the greater opportunities available to the best players.

If the pre-high school students are neglected in the sports of soccer, field hockey, and lacrosse, then adults are forgotten all together. After college, unless a player goes on to play professionally, people who have devoted a large part of their lives to sports are forced to abandon it due to the lack of opportunities for continued play. Of course there is a tradition in America of office teams, company softball always comes to mind, but these are rarely a team of devoted, professionally trained individuals. For someone who has spent many years training, the competition can be one-sided. Therefore, it is important to address this need by providing an outlet where adults can organize leagues of similarly matched individuals can meet and compete.

While the DC area is comprised of very young individuals relative to the rest of the United States, there is still a significant population of older individuals. Older people have very few team sports and recreation outlets for many of the same reasons as other adults. However, older adults still need exercise. If a team structure was put in place that segmented this demographic by age/ ability and created teams specifically for them, a sports facility could allow these players to have fun, get exercise, and compete just as their younger counterparts do. Furthermore, sports facilities are always presented with the question what to do with their fields during the day when most people are busy with other things. As older adults typically have more free time during daylight hours, opening up fields to their teams during these times would fill a serious void in revenue faced by most sports facilities. By providing an opportunity for age/ ability segmented teams, as well as professional men's lacrosse teams, which also lack grounds to train, a facility such as ours could easily cater to this segment of the market.

Finally, most sports facilities are a sterile, generic environment to be rented with little charm or community feel. Teams from all over come and go when their game starts and ends. There is little else to be done. With our facilities, we will provide a community setting where people can congregate, watch their children, parents or friends play, eat, and relax. This will not only provide a more comfortable and relaxing setting, but will promote friendly competition while allowing for constructive conversation and mutual reinforcement between players and families.

The Description of the Business

By providing facilities not only for young to middle aged adults and older adults, but children below high school age our company would provide services to people who are still passionate about their sports, but have been systemically isolated from them. We will provide superior facilities in a convenient location that allows for the target market to utilize our services. Furthermore, unlike other sports fields and complexes that are simply a location to be rented, our facility will provide a community feel, similar to a country club.

We will create a facility comprised of one turf field, one outdoor grass field, and one indoor field around a central clubhouse, including a restaurant that overlooks the fields. This enables family, friends, and other players to watch their loved ones play and hang out after their games. It will provide a relaxing atmosphere that fosters a sense of community, friendship and team bonding for the players and other members. This breaks away from the traditional facility that simply provides a field and little more. Along with this there will be food services providing healthy alternatives to the traditional greasy hamburgers and hotdogs that current sports fields provide. This will be done in two forms, one that provides quick food and drinks for spectators and players in between games and another that offers a more formal setting for after an individual's daily activities are over.

There will be an excellent coaching staff that will train, motivate, and push the young players to achieve their very best while promoting a healthy lifestyle. This will fulfill the need of training for young players who are not yet at the age to compete on high school teams as well as for those who are actively seeking to get recruited by colleges.

We will set up a schedule that caters to the various age brackets' needs. This will have the more elderly teams playing during the day when other demographics are in school and work. In the mid-afternoon there will be schedules for the youth teams and also some spaces for high school-aged events. Then in the evening there will be time allotted for working professionals and high school teams.

There will be a feel of belonging and prestige in the club. This not only caters to the target customer's desires to be treated with importance, but aids our facility's goals as well. As we want the facility to be perceived as a place that is the best in preparing children and aiding other demographics in their goals associated with sports, there should be a lingering perception that our facility is elite but only in the sense of caring for one another and building a community.

Brief company background

Our business began when one of our founders, Annie, who grew up in Germany and has always been active in sports, came to America and noticed a difference in the

way teams were organized. Back in Germany, team sports remained competitive, but felt more like a welcoming community for all ages rather than a highly ritualized cluster of players who would train and play against another equally ritualized groups of players that systemically excluded certain ages. With this idea in mind, a management team was established with a wide array of experiences in sports and property management to build a community environment that specializes in team sports. With this goal, our team has worked to bring this foreign concept to American sports in hopes of changing their structure and the love for the game.

Company mission and objectives

To provide an environment that fosters vigorous competition on the field between friends in the lounge and allows young people to learn a new sport while enabling experienced players to continue their passion while staying active and healthy.

Competitive Advantage

The business model is centered on five major components. Each component is aimed at providing services for young/ emerging sports players, high school and college-aged players, working professionals who want to continue playing, older adults seeking to remain active, and enhancing a community environment while focusing on soccer, field hockey, and lacrosse.

For the young and emerging players the business will provide team structures allowing them to compete. It will also utilize coaches to motivate, inspire and fine-tune the individual player's abilities. This coaching and competition will prepare players for the skills needed to compete in the higher levels (i.e. high school and above) of their respective sport. By providing these services, the players and their parents can have piece of mind knowing they have had the best opportunities to prepare for the demands that will be placed on them.

For high school and college-aged players the facility will continue to enhance the player's skill set. As the competition to get into professional sports and obtain scholarships becomes even more selective, it becomes essential to remain at the top of the game. Our business will work in groups and one on one with players to provide coaching and opportunities to perfect their game. Even as this demographic has their school teams, there still needs to be an outlet in the offseason to stay in game shape. Through coaching and team competitions we will provide this essential element to those who are the most active and competitive.

For working professionals the business will provide the opportunity for them to meet and compete with similarly aged individuals with similar skill sets who have few alternatives to continue playing the games they have always loved. Coaching will not be the focus of the services provided to this demographic. Instead, we will

provide them with the opportunity to play in a loosely organized team structure at times that are convenient and ways that are constructive to them.

For the older adults seeking to participate, again, the focus will not be on coaching. Instead, our business will promote friendly competition between people in this age group that are rarely associated with team sports. As people in this stage of life still require activity, we can provide it in a unique way to them with others who are similar. The business can provide the opportunity to organize teams specifically for this group so there is not a gap between ability and experience between the competing teams. This will also ensure any potential embarrassment or judgment, that could turn off this segment of the population, will be kept to a minimum. We will provide these services primarily during the day when the other target markets are otherwise unavailable. Where other facilities stay dormant during this time of day, ours will continue to draw in revenue.

The final aspect, which is one of the most important, is to provide a community-oriented experience for customers. Having a stratified team structure is fine, but without a community or club feeling, the facility is simply an expanded version of the competition's models. We will promote this experience by not only engaging players, but the parents and friends of players as well. For parents of child players, as stated, we provide their age groups with the opportunity to play as well. By bringing both young and old into the same facility for the same purposes, a sense of commonality and unity is established.

As well as the ability to share in competition through direct play, by centering the indoor lounge facility around fields the business provides an area where parents and other spectators can watch their loved-ones play while enjoying the company of other members and relaxing in a comfortable environment. It is going to be a restaurant coupled with a bar that provides both inside and outside seating. This area is where we will provide our two forms food and refreshments (quick and semi-formal). In both cases the food will be healthy, fresh, and well prepared. This will strongly set our facility apart from others who do not provide such services.

Our cost and pricing structure will have various elements to it. The facility will provide options for its members that vary the services provided and the cost will be reflected accordingly. There will be daily, weekly, monthly, quarterly, and yearly rates. Of course, the larger length of time purchased will be reflected by proportionate prices that are marginally cheaper to encourage lengthier commitments from members. It will also be structured by age bracket. The high school and college-aged bracket will be the most expensive as they require the most services and time commitments, and due to their objectives with competitive sports, are the most willing to pay such prices. Adult programs will be below this price point as they have the most expendable income. This bracket will bring in a large percentage of profit as they are some of the least likely to utilize the service once it is purchased due to their busy lifestyles, and also generally require some of the fewest services even if they are utilizing the facility. The youth will be the next tier.

Even though they require a sizeable commitment of expertise for training, it needs to remain attractive to their parents' pocketbooks. It is not very dire, as with the youth they can be put into larger groups more easily which disperses the cost of manpower throughout the group. The older adults will be the lowest price point as they typically have the lowest amount of disposable income, require few training services, and are using the fields outside of peak hours. There will also be family packets, which are going to make it cheaper and more convenient for families to become members of the club.

How the business will create a sustainable competitive advantage

The business will remain sustainable over time through multiple means. First, the business will of course provide the best service possible and price it on a sliding scale with multiple rates and length of contact depending upon the customer's needs and desires. Second, there will be room for expansion built into the business. When it opens on the anticipated plot of land the initial fields and structures will take up approximately half of the location. This leaves plenty of space for future expansion for fields that will accommodate more sports, indoor fields, larger lounges, event facilities (and catering services), and even rental space for services that are related to sports or provide better dining services.

We will retain a competitive advantage through multiple means. First, this endeavor is pricey. This will exclude a number of possible competitors by ensuring they do not have the funds, or willing to obtain the funds, to enter the market place. Second, our business is unique in how it offers services related to team sports, which has a sizeable, yet limited, clientele. There is only so much room in the Washington, DC area for facilities that provide services for team sports, and the expense of the endeavor will make it fairly unattractive for others after our facility has established itself and met the need that currently exists. Third, our facility is aiming to prove to its customers and convey an image that it is superior to other companies that provide services in the industry. Once our company establishes a record of success and a perception as an elite institution, and continues that level of performance, it would require serious shortcomings on the part of the company to be overcome.

Current Status and Requirements

Currently the business is still in the planning stages. As seen, the management team has established the idea and done the research to create a viable business. The property has been located and the sellers have been contacted about potentially buying the property. The research has been done which shows this location is suitable for this project and can easily be transformed for minimal expense to fulfill our needs. Finally, the development and management team is in place and provides a wide array of experiences that complement each other and meet almost every need that will arise as the business is established.

Description of what the business needs to move forward

The most important element to creating this business that is currently missing is funding. By reviewing the financial section of the plan it is clear that, while a sound investment, this project is expensive. Our team is looking for venture capital to provide the funds to construct the facility and carry the project until it can begin operations.

While we have found the piece of land where this project will be constructed, it has yet to be purchased. Until a final price can be negotiated and the land can be purchased, little more can be done on the project. This project is reliant on physical space, so until it is acquired little more can be done.

The project still needs to purchase the equipment necessary to build and ultimately maintain the facilities once they are actually created. While some of the construction will be done with heavy equipment provided by the contractors, other equipment will continue to remain necessary for the upkeep of the property. Thus, it is essential to purchase this equipment after the sale of the property is completed.

The facilities themselves need to be constructed. This will entail building the one turf field, one grass field, one indoor field, and the indoor lounge and recreation buildings. For this process, a minimal amount of land clearing and leveling will be required.

The business will require some staff beyond the initial founding members. Coaches, trainers, cooks, and maintenance staff will be required to provide the essential services and upkeep of the facility.

A critical element of the project will be insurance. Until the property is purchased there is little need for insurance. However, as soon as the property is acquired by the company insurance will be necessary and remain necessary. This will need to not only cover the property itself, but also liability for the services provided as well as insurance for the employees.

III. Management Team

Management Team

Anne-Meike de Wiljes - CEO

Anne-Meike de Wiljes played on the U-16, U-18, and U-21 German National Team and has been a member of the American University Varsity Field Hockey team for the past four years. She is a second team All American and was the Patriot League Defensive Player of the Year in 2008 and 2009. De Wiljes also coached for the US

Field Hockey Association in the “Futures Camp” program for US Olympic Development in 2008. She is currently attending the American University in Washington, D.C. earning a B.A. in International Marketing and Entrepreneurship. In 2006, de Wiljes assisted the GFK Group in Hannover, Germany with future market evaluation at the Hanover Fair. In 2007, she worked with Lindner Software & Consulting LLC where she researched and evaluated Linder’s web presence and reviewed sales materials to improve the image of business-to-business customers. In 2010 she worked with the non-profit organization Men's Health Network to develop fundraising activities to increase the awareness of the national Men's Health week. She is fluent in English and German and has basic knowledge in Spanish and French.

Mark Wysocki - COO

Mark Wysocki played on the Maryland State Soccer from 2002-2006 while also being requested at numerous United States National Team events. He also has been a member of the American University Varsity Men’s Soccer Team for the past three years. From 2004-2007, Mark Wysocki managed and assisted in coaching Sports camps located at Lackey High School in Waldorf, MD. In 2008, he worked for Vector Marketing where he marketed and sold CutCo products to prospective clients. Most recently, from 2009-2010, Mark Wysocki worked for the prestigious soccer team, DC United where he assisted in the marketing and merchandising divisions for the team. He is currently attending American University in Washington, DC earning a B.A. in Marketing and Entrepreneurship and Marketing with a minor in Mathematics.

Jason Nuzzo - CFO

Jason Nuzzo has been in the real estate management business for over 10 years. Starting out in property general management and building construction, he continued on to work in real estate speculation. He has managed and sold properties ranging from agricultural farmland and woodland to urban multi-family apartment complexes. For over five years Jason was the co-operator of a profitable real estate firm that focused on mid-to-high priced rental property speculation. During that time he also oversaw the construction of large-scale industrial and agricultural facilities and oversaw the day-to-day operations of properties where the projects were located. Jason has also overseen and contributed to the transformation of vacant land and woodland into agricultural, commercial, and residential building sites. While he has taken a sabbatical from real estate, Jason has taken that time to work for prominent United States Senators, Congressmen, and the Department of Justice while assisting in the growth of other startup companies.

Michael Ono – Marketing Manager

Michael Ono studied communication and business.

Board of Advisors

Steve Jennings is a well-known figure in the Field Hockey world as both a coach and player. Currently, he is the assistant US National Team Field Hockey Coach and has been the Head Coach of the American University's Division I Field Hockey Team for 11 years. He also played on the US National team from 1991-1999 competing in over 90 international matches. He is extremely knowledgeable in field hockey.

Todd West is a US Youth National Soccer Team Coach, was previously the DC United Assistant Coach and is currently the Head Coach of the American University Division I men's Soccer Team. He has been very successful in collegiate coaching, as he has led the team to numerous NCAA tournament births. He is extremely knowledgeable in soccer.

Katie Woods is currently the Head Coach of the Division I Women's Lacrosse Team at American University and has a broad knowledge of what is needed and what goes on in the Lacrosse sports scene. With her advice we are going to be able to target the female and male lacrosse segments efficiently and adapt to changing requirements and demands quickly.

Larry Stovicek is the Senior Vice President at Clark Construction Group, LLC, Bethesda, Maryland. He is going to help us with the budgeting and financing of the project and the facility. He will also be able to help us find funding and provide us with contacts in the building field.

For legal advice, our business can turn to the excellent real estate and business attorney Kathy Priest. She is a managing partner in the firm Davis, O'Sullivan and Priest. For 30 years she has been a leading attorney in this area and has worked with Jason, one of the founding members of this project, on multiple projects and has shown to be an irreplaceable resource. Any issues that would arise in the course of business on this project she has the relevant experience and is more than capable of handling them. While her advice will not be 100% free of charge, she will offer substantially discounted rates placing her fees only one category above pro-bono.

The advisory committee will be used to get feedback and guidelines for how to coach and approach children in the early as well as growing stages of sports development. With their expertise we are going to be able to keep our coaching abilities and offerings always on the latest stand. Furthermore we are going to be able to receive advice from them in regards to recruiting events, consumer demands and requirements as well as inside knowledge of recruits, job seekers, tournaments, and competitors. They have been dealing with different companies and sponsors as well as changing field and newest technologies, enabling the American Sports Club to keep up with the latest trends and programs to provide its customers the best service possible. Lastly by being associated with them we are able to improve our credibility and trustworthiness because they have been highly respected coaches across the United States.

Key Professional Service Providers

Law Firm

Law Offices of Edsel M. Brown, Jr. His offices are located in DC and he specializes in sport and entertainment, business, international business, corporate affairs and wealth accumulation. The contact information of the firm is shown below.

1730 K Street Northwest - Suite 304
Washington, DC, 20006
(202)204-2205

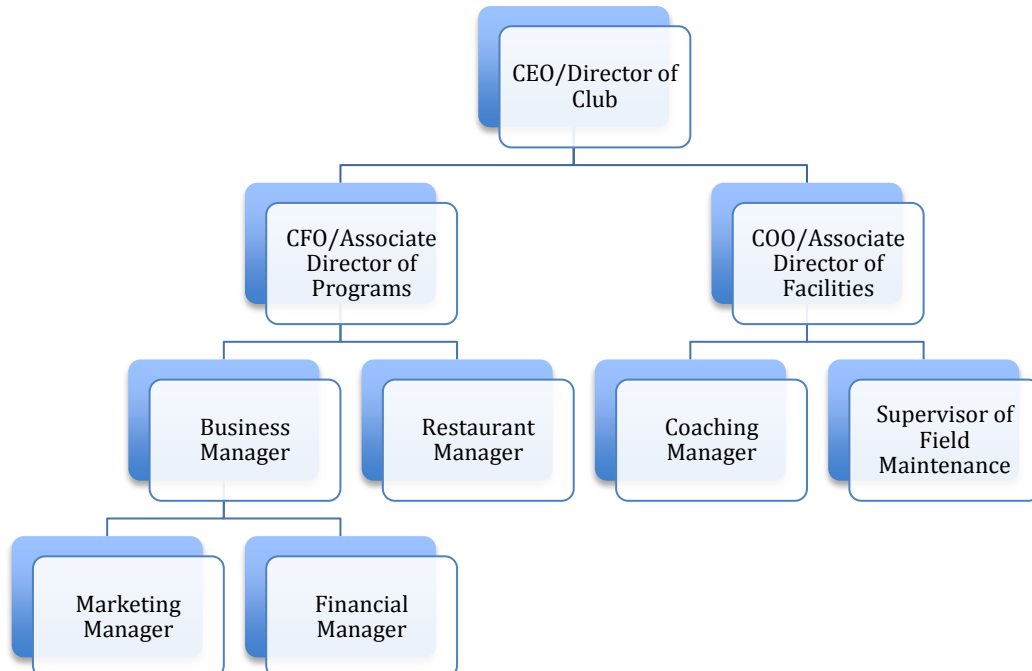
Accounting Firm

Accounts International LLC. Their offices are located in DC and special in accounting and consulting for new small businesses. The contact information of the firm is shown below.

Accounts International LLC
1220 L. St., NW
Washington, DC 20005
Phone: (240) 731-7112

IV. COMPANY STRUCTURE, INTELLECTUAL PROPERTY, OWNERSHIP

Organizational Structure



There are many different parts required for the proper functioning of the organization. Many areas are related and can therefore be covered by the founders as well as part time employees or volunteers. To give a broad overview of what positions need to be filled please refer to the list below.

Director of Complex/ Sports Recreation: Oversees all operations, programs and facilities, and is the head of the complex.

Associate Director of Programs: Oversees the non-athletic operations of the complex including special events/ programs, restaurant operations, and day care/ tutoring services. Manages all events from special camps and activities on a non-athletic basis within the complex with human resource function.

Associate Director of Facilities: Oversees athletic operations of the complex including the sports clubs, coaching, informal recreation, gym activities and field maintenance. Manages the athletic camps and athletic activities that are not organized through the club.

Restaurant Manager: Manages the restaurant and all catering.

Marketing Specialist: Manages marketing projects for the complex and directed toward target markets.

Financial Manager: Manages all the financials and accounting areas of the complex.

Assistant Director of Sports Clubs/ Coaching: Manages the sports club and each of its members. He or she is also responsible for assisting in selecting additional coaches and properly assigning them to training sessions.

Groundskeeper and maintenance people: Will be hired on a contractual basis as well as part time or on call.

Legal Structure

The American Sports Club will be a partnership in legal form. The partners will each hold an equal stake in the complex. Additionally, outside investors will hold a stake in the complex based on financial investment and percentages. The founders will own 50% of the complex and the respective investors will own the other 50%.

Intellectual Property

The American Sports Club has not yet applied for a trademark for its name. According to the United States Patent and Trademark Office the name is not registered yet, which facilitates the process of beginning to raise funds as well as sponsors under the current name. On the downside this process takes up to six months and should be initiated immediately to protect the intellectual property.

It has to further apply for a Basic Business License to enable it to generate revenue. It further needs to file for an Employer Identification Number in order to be taxed as a business entity as the name is a fictitious and does not include any of the founders' names.

The American Sports Club will also apply for a trademark for its logo and its colour scheme in order to protect and make its use exclusive.

V. INDUSTRY ANALYSIS

Industry description

The opportunity in the sports coaching industry amounts to \$5.2 billion. The industry is highly fragmented with approximately 93,000 businesses and sports coaching operations nation wide. It does not have a market leader. Recreational activities make up the largest proportion of participants with 50% but compared to

competitive sports and summer camps a small portion of revenue (sports coaching). The industry is saturated and faces tough economic conditions due to rising unemployment rates and weak income growth. Even though parents try to cut spending in other areas than with their children, disposable income does impact the willingness consumers spend on sports coaching.

Overall the number of enterprises was expected to decrease at a rate of 8.6% over the past year because of the recession, whereas employing businesses are less affected by this trend. These businesses are expected to grow at an annual rate of 4.8% adding more competition and a strong need to differentiate themselves from competitors. Furthermore most businesses offer their sports coaching facilities to local students, only branching out when they hold summer camps. On the other hand the expansion of sport kinds has led to clubs being able to record economies of scale, as the demand has been increasing. Promotions and government support for sports benefit the industry as they push for a healthier lifestyle especially because of raising concerns over child obesity. The National Council of Youth Sports has been promoting sports education and programs for 8-17 year old children from low-income families opening up the industry to a larger crowd.

Furthermore the focus on living life today and spending more time with the family, especially coming from the parents' side has been increasing since September 11, as well as other tragic events such as terrorism, reminding people that time is valuable. This trend supports establishments that put an emphasis on family life and making the experiences and life stages of children more accessible for families. Focusing on enjoyment for friends and family coupled with the competitive edge is a success factor in the industry.

Industry trends

The industry is expected to continue its growth, increasing from 5.2%, the rate at which it is currently rising, to 5.7% over the next four years reaching \$6.73 billion by December 2014. In general the demand for quality coaching has increased due to the increasing status and salary of professional athletes. This is further supported by the increase in sports franchisees, raising the salary and recognition of professional athletes. Parents and children are aspiring to become professional athletes leading to a raised demand for coaches and coaching institutions.

The industry was negatively impacted by the recession and slowed down growth rates, which are expected to only slightly increase after 2009 (Sports Coaching). Furthermore the demand and interest for racing and spectator sports is declining, which in turn supports the focus on independent athletes, leading to an increasing demand for instruction and training. Intensive sports instruction places can charge increasingly high fees, especially at summer camps, which can be seen by for example 1 week at the Nick Bollettieri Tennis Academy costing between \$875 and \$1115. There is an increasing demand for spots in sports camps. These have become more popular over the last 5 years, showing a 20% growth rate in lacrosse camps

each year. Growth will further increase because the 5-19 year old age group is growing and will also be followed by a steady increase in sports participation amongst the parents – the baby boomer generation, who are increasingly concerned about health and wellbeing. Furthermore, summer sports camps are experiencing a strong growth as they are becoming more accepted by parents and children. Technology trends will also have an impact on the industry. Devices that help monitor and analyze technique as well as understanding of the game, for example video programs, speed measurements, and methods to overlay people to look at positioning. There will be a need to utilize these sophisticated technologies and training tools in order to prepare kids for college and high school expectations and requirements.

The industry size

The industry recorded revenues of \$5.2 billion in 2009 with net profits of \$459.4 million (Sports Coaching). Young people below the age of 18 make up 70% of the market for sports coaching. According to the National Council of Youth Sports, 44 million children below the age of 18 are registered in participating in some kind of sport. 86% of all businesses are non-employing institutions, indicating the highly fragmentation of the industry as well as that individuals, such as parents, have started and are coordinating these systems. 65% of the firms that employ staff only have four employees. According to industry reports of IbisWorld, the industry is in the growth stage of the industry life cycle. It is very attractive because it is in its growth stage, registering an increase in revenue of 5.2% from 2004 till 2005, and an anticipated growth of 5.7% leading to the year of 2014.

The profit potential is high because there is a shortage in facilities and quality sports coaches in the DC area. Furthermore the counties in the DC, Virginia, and Maryland area are the ones that record the highest disposable income. This offers the opportunity to charge comparatively high rates leading to large profit margins. Furthermore, according to IbisWorld Industry reports profit in the sports coaching industry ranged from 9% - 10.3% between the year 2008 and 2009. Coaching qualitative training programs to every child instead of only focusing on the ones that want to become professional athletes offers the possibility to charge higher rates. Profit as a proportion of revenue is expected to reach a rate of 9.9% by 2013, with an average annual revenue growth of 3.8% per establishment.

Target Market

Our target market is children, boys and girls in the age group 3-18 in the DC, Virginia and Maryland area. This age segment of the market makes up 70% of all sports participants in the US. Furthermore we will target both boys and girls because even though girls commonly play field hockey, boys make up 67% of children playing sports. Children in field hockey usually do not start playing the sport until age 11, middle school, and by targeting them we would be able to attract

and keep them at our club early. Furthermore lacrosse as well as soccer start early and are played at middle schools and high schools but in order to get into college with a scholarship kids need to play club. At the age 18 children attend college and focus on college sports, as well as intramural and club organized by the schools.

Children in general do not decide what sports they will play or where they are going to play. The parents make these decisions. Therefore our secondary target market is parents as well as college graduates. Parents like to stay and watch their children in team settings. They also want to go to a place where they are being educated and where they can learn about sports and the atmosphere as well. This is not offered to them. Team competing venues where they can interact and exercise in team settings or participate in the sport they might have played in college afterwards is common in Europe but not in the United States. Our club will give parents the opportunity to watch their kids after school or participate in sports themselves, while their children are looked after.

Consumer's spending on sports coaching varies heavily but is influenced largely by per capita income. Salaries in Washington, DC are amongst the highest in the country and are, because many are governmental employees and families, more secure and steady. Markets in industry reports are divided in three groups – under 13, between 13-18, and over 18. Our target market falls into the categories under 18 and over 18 focusing on basic skills development and coordination activities. By targeting these two markets we are going to be able to cover 55% participants of the age group segment.

Competitive position within target market

There are no major players in the industry. It is highly fragmented, facilitating the entry of our sports complex. The establishment that will be able to adapt fastest to changing consumer trends and desired sports will determine the success and the competitive advantage of the establishment. Individual sports experience an increase in interest

VI. MARKETING PLAN

Product Feasibility and Strategy

The ASC is a sports complex that includes a turf, a soccer field surrounded by a track, an indoor gym, a gym and a restaurant as well as a small playground. It is going to be a place where parents and children can go in order to train competitively or recreationally and compete from a young age until the college age and above. It is going to offer children before and in primary school, middle school, and high school and beyond as well as parents wanting to learn the sport of their child or getting

insight into rules etc. It is going to be a place that is not only used as a training ground but a socializing facility. Initially the restaurant will provide a smaller scale of food but will expand to providing a large variety in order to attract club members as well as outside guests. The grounds will also be rented out to catering companies and for parties on weekends and during the daytime in order to generate a larger income and higher awareness and to make the best use of the facility. The fields will also be rented out to high schools, colleges and men's lacrosse teams, as they have made up a growing sector in the market with a small ability to utilize the fields.

Product Strategy

Our product strategy will be based on the concept on product differentiation. We are going to offer services, such as year around coaching, educational sessions for children and parents, high quality coaches at an in need location. We are also going to make it easy to use in the sense that the child can play, run and lift at the same place instead of having to go from the field to the gym or the track at different locations. This is necessary and convenient for children when they have to prepare for college. Furthermore, we are going to be the only club that offers a co-ed training place, because most other places are focused on either girl or boy activities. The ASC additionally offers a sit-down restaurant for its members and for outsider in order to provide them with healthy alternatives for food as well as the opportunity to stay and watch their children perform. Lastly we are not only selling our coaching services but we are selling a lifestyle. Our product is a service and will offer customers what other club systems do not have – a country club feel enhanced with competition.

Concept Testing

We are going to differentiate ourselves by offering year around coaching, utilizing our indoor facility plus our outside fields. Most competing institutions offer inside facilities or only seasonal sessions, such as summer programs for field hockey or spring sessions for lacrosse.

Children also are not given the opportunity to be educated and receive qualitative coaching at a young age. We are going to focus on quality instead of quantity. Most often, the clubs are community based and utilize parents or friends to teach the kids how to play a sport. As high quality coaches are one of the main drivers of demand we are going to have high-class coaches from the DC area, such as college graduates from American University, Maryland and Georgetown, as well as selective procedures for coaches applying from outside the area and coaches from overseas. Furthermore children do not play field hockey before middle school and by offering them a venue to start earlier than others we are going to be able to retain them and keep them with us until college. Children playing lacrosse go through a youth system and then move to a more competitive club setting, splitting up their development in two different institutions. We are going to facilitate this process by

combining the two and offering them the opportunity to take part in both at the same place and setting.

Furthermore camps and training sessions only provide children with the opportunity to play one sport or another. We are going to organize camps that combine these three skills – soccer, lacrosse, field hockey, to give them a broader range of knowledge and to facilitate their decision making of what sport they would like to choose in the end.

Lastly, hardly any places, except a few starting indoor complexes and sports complexes such as WC Eagles, or World-Class Champions offer food at the venues. This type of food is usually distributed at snack bars. These snack bars offer a variety of unhealthy and greasy food, not fitted for children or their parents. We are going to start with a small variety of healthy foods and snack next to the generic types in order to not disregard the desire for the unhealthy kind but to foster an environment of caring more for the people and their health instead of just for the money.

We have sent out surveys on social media sites as well as via email to parents and high school as well as college players in the field hockey, lacrosse and soccer field with the following questions in order to receive feedback and suggestions to our concept. Furthermore college coaches and competitors have been solicited in order to gain an understanding of what is out in the market place as well as how to find out ways to meet demands and satisfy unmet needs. We have used this feedback to adjust our ideas and to consider changes as well as the feasibility of the product. Below is a sample of the questions asked in our online surveys. We had to keep the surveys short in order to generate the highest rate of response from participants. The entire survey is attached in the appendix.

Pricing Strategy

As our product follows a differentiation strategy we are going to compete on a best-cost provider strategy. We are not going to charge large sums for membership fees but will keep it at an expensive but good value margin. The highest rate that we are going to charge for a monthly fee is \$4,000 for high school age students, because these are the ones that need the most attention and they are the ones that are trying to get prepared for receiving scholarships from colleges. Being based close to Washington, DC the rates will be higher than the ones charged in Pennsylvania, also because people in the DC area have more disposable income but in general we will make it affordable for the middle class instead of only the high-class. Summer camps will charge a high rate but also by focusing on the experience, the education and the level of coaching the children will receive.

Channels of Distribution

Our services will be offered at our own sports complex. We are going to have multiple fields as well as an indoor court where we are going to coach children and their families. Furthermore we are going to rent out our fields in the day time to schools, colleges, mainly professional men's lacrosse teams but also to the elderly. Our restaurant will also be located on the complex grounds making it a place where customers have to come to us in order to receive the service.

Promotions and Advertising

ASC will engage in a broad range of promotional activities to promote its services and build its brand. These promotional strategies will include, but will not be limited to:

Kindergarten, and primary school as well as middle and high school lessons/events: We are going to use volunteer sessions at kindergarten, primary and middle schools as well as high schools in the DC, Virginia and Maryland area in order to stimulate trial usage and exposure to the sport. We are going to start this to raising awareness as well as interest for the sports and for the complex.

Community meetings: Especially the DC, Virginia, and Maryland counties work strongly on a community base and therefore need to be targeted and marketed to. We are going to attend as well as send representatives in order to convey the benefits from our complexes for the children.

Social Media sites: The urban DC mum is a networking site for all home stay mothers in the DC area. Online sites such as these will enable USSC to get in touch with mums and offer them a great way to get their child involved while at the same time being able to socialize with other parents and mothers too. We are going to establish an online website, facebook, and twitter account in order to blog, and twitter to portray our services and to keep members updated about members, current events, competitions, and sports news as well as opportunities for the children.

Contracts with high schools and colleges: We are going to contact colleges and high schools to ask them whether they need fields for their sports classes and training sessions. This way we are going to raise awareness in our target market while also bringing in another income source.

Flyers/newspapers/community newsletters: We are going to utilize our partnerships with counties to appeal to the community and show them our offerings.

WOM: Raising and looking after children, in general any contact or influential activity an institution has on children is chosen based on quality, convenience but mainly trust. We are going to establish a network of trust by showing our commitment and our vision, which is focused on making the experience and the educational process valuable for the individual instead of just looking at the masses and at the money.

VII. Operations Plan

Method of Production or Service Delivery

The American Sports Club will offer athletic services to the community. A complex will be constructed to provide ample space for athletics along with other services to supplement. Services to be offered are:

- Field Hockey coaching, training and club development
- Lacrosse coaching, training and club development
- Soccer coaching, training and club development
- Indoor Gym
- Restaurant/ food services

Specializing in Field Hockey, Lacrosse and Soccer, there will be top of the line athletic fields within the complex for these sports. There will be one Field Hockey field/Lacrosse field and one soccer field. The Field Hockey/Lacrosse field will be made out of Astro turf and be utilized by both sports. The soccer field will be grass. The complex will offer athletic training services to youth and adults specified by these sports. Furthermore, certified coaches as well as selected college players will implement these services with experience in the given sport and provide a structured developmental process in addition to a value added experience to learning the sport.

There will also be an indoor gym facility. This facility will offer a range of sports activities such as basketball, indoor soccer, and indoor field hockey among other sports in order to enable members to participate in the sports year-round.

Availability of Qualified Labor Pool

The American Sports Club will require management personnel with experience in athletics and coaching. As its founders have performed at the top sports level in the US and have a large network of the sports community as well as sports coaches the availability of qualified labor is very high. There are many high schools, colleges and athletic sports teams located in the DC, Maryland and Virginia area to find potential upper level managers. While finding older coaches from these locations, we can also

utilize college players or recent graduates to assist in coaching the youth teams. Additionally, local high school students can be utilized to assist in managing the informational desk, restaurant and other areas needed within the complex.

Finally, the ASC is going to make use of volunteer work of parents as it is done in Europe as well as on smaller teams in the US. Parents, especially stay at home mums are often willing to help out with teams and with formalities in order to help, influence, or have a say. Taking into consideration the downsides of highly involved parents, they are going to be a low cost and high quality alternative to compensated staff. Furthermore it will enhance the feeling of community as everyone puts in their part to keep the club running.

Business Partnerships

Business partnerships will be pursued from the following companies:

-Athletic Brand-Nike Adidas→ Partnering with an athletic brand will extremely useful in producing our team's merchandise and logo. Additionally, this will allow us to branch out with merchandise and sell to supporters of our teams or the complex.

Strength and Conditioning programs→ Partnering with an official strength and conditioning program such as Sparq systems will allow all of our participants to become faster and stronger while giving Sparq some advertising.

Sports Drink company/ Soft drink company→Partnering with coke would be extremely beneficial to the ASC. There will be an official soft drink of the complex and coke is known for sponsoring many athletic scoreboards.

Construction company→Partnering with a construction company such as Clark Construction Company will allow for discounted construction costs. Additionally, we would give free advertising to them.

Professional Athlete to assist in sponsoring the complex→Partnering with a professional athlete will give the community a sense of quality training from someone who's been through the process and add to the name of our company.

Company producing website→ Maggie Hall graduated two years ago from American University and is currently in the business of designing websites. She can provide a high quality web page at a discounted price.

Quality Control

The athletic services provided to our consumers will be taken very seriously in regard to quality of training and safety. The complex's director of coaching to assure

elite development of the competitive teams as well as pure enjoyment for the less competitive teams and training sessions will assess coaches on a monthly basis. The restaurant located on the complex will service the freshest and safest foods for its consumers. The shipments of food will be delivered in medium sizes to assure freshness along frequent orders to reduce sitting time. It is also necessary to have weekly checkups because health inspections take place frequently. In order to avoid being closed down we are going to have health and sanitary inspections on a weekly basis of all the kitchen and restaurant facilities.

Customer Support

The complex will have an informational letterbox where customers with questions and concerns can voice their opinions to management personnel. Additionally, they can fill out a customer support form in which management staff will review to assist in meeting consumer needs. Also, there will be free Wi-Fi Internet spread amongst the complex for consumers to take advantage of.

Furthermore, The American Sports Club will have a website to inform about events and news about the complex and its members. The schedule of activities and training times organized by age group for each day will be posted on the website to inform the public of potential activities to participate in. Additionally, there will be an area on the website where consumers can voice their opinion to management on changes they would to see along with questions and other inquiries.

Furthermore, The American Sports Club will have a website to inform about events and news about the complex and its members. The schedule of activities and training times organized by age group for each day will be posted on the website to inform the public of potential activities to participate in. Additionally, there will be an area on the website where consumers can voice their opinion to management on changes they would to see along with questions and other inquiries. There will be weekly staff meetings to stay on schedule and handle any complaints. Also, there will be meetings once a month where a representative from each team can attend and understand the upcoming events and issues within the ASC. Meanwhile, they can participate in giving suggestions or complaints towards the complex. After, they can report back to their respective teams.

VIII. FINANCIAL PLAN

Capital Requirements for the Next Three to Five Years

The American Sports Club needs \$6 million from investors to get started and running for the next 3 years. As the founders of the club are recent college graduates personal funds are only going to amount to \$50,000.

Overview of Financial Projections

Our assumptions are based on competitors as well as on college coaching programs. The rate of annual memberships for sports clubs lays between \$1,000 and \$10,000 a year per child. This spectrum is fairly large and because we are based close to DC and in the wealthiest area of America we are going to charge \$4,000 to cover our expenses, generate profits and still keep true to our mission of making this place a community feel more tailored towards the middle class.

In addition to membership fees we are going to organize summer camps for the three sports we are offering. Summer camps on a four-day schedule cost \$600 per child. This depends on what school camp the child attends but as this is the cost American University charges children for their camps we assumed that this is an appropriate number. Employees are paid well at these camps, generating \$600 as well. Competitors offer camps with 100 people at summer camps with approximately four taking place every summer. As it offers three different sports with men and women teams it is going to organize 20 camps with revenues of \$42,000 as there will be 1 coach per ten players with a salary of \$600.

Fields are furthermore very scarce in the metropolitan area. High schools and colleges use college fields, having to adjust to other curricular activities taking place on the turfs. These schools are charged \$15,000 a year for using the turf 3 hours a day. Basing our assumptions on the number of colleges and high schools in the DC, Virginia, and Maryland area a conservative assumption is to receive 30 requests from schools, requiring to utilize our facilities during the day time.

The last areas where sales are going to be generated from are tournament fees at a rate of \$300 with a variable cost of \$50 because of organizational and employee costs. These tournaments take place over the summer months June, July, and August but also during the spring as Lacrosse runs on a different seasonal pattern than soccer and field hockey.

Lastly the restaurant space will be rented out to an outside restaurant and will therefore only have fixed cost and start-up costs mentioned in the section above. We are going to rent out the restaurant space of 4,400 sf at an annual fee of \$55,000. This is an average amount for the size and takes location into consideration. We are going to start off renting out the place but eventually will move to partnering with the restaurant or catering company in order to organize events etc.

Income Statements

Gross income will be \$3,290,000 in the first year, with annual fixed expenses of \$309,000 and wages as well as salaries of \$31,970. After taxes and mortgage payments as well as further expenses net income will lay at \$78,631 during the first

year, \$316,000 during the second year, and \$598,560 during the third year. For further details please refer to the appendix.

Cash Flow Projections

Please refer to the appendix in order to receive detailed information about the cash flow of the The American Sports Club.

Balance Sheets

Please refer to the appendix in order to receive detailed information about the balance sheet of the The American Sports Club.

Payback and Exit Strategy

The American Sports Club exit strategy will be to liquidate the property. It is going to sell of property, which is worth a lot, not only because of the location but also because of its facilities and its structure. Other sport clubs, country clubs or the like could be potential buyers and would guarantee that investors would receive their investment if revenues are not going along according to plan.

IX. CRITICAL RISK FACTORS

Management Risks

That primary management concerns are that the managers have not had much experience in running or working in businesses as they are all seniors in college, entering the work force in May 2010. Furthermore none of them has any experience in the restaurant industry, requiring trustworthy partnerships and restaurant. Furthermore potential risks are also that the managers experience personal conflict or have to leave because of sickness. This would be a problem because all of them have high responsibilities and a broad range of tasks and cannot be easily replaced. Their tasks then would leave gaps that can only be filled with a lot of difficulty.

Marketing Risks

The main marketing risks are going to be to get initial members. There are many small competitors in the DC, Maryland, and Virginia area, which USSC first needs to compete against before going to the national level with competing against club teams all over the country. Parents who want their children to go to college and get scholarships will send their children to the places that offer the best training facilities and coaches but they will also base their decisions on the success of the teams. If USSC is successful to appeal to members and initiate switching from other clubs there will be a further risk because of the necessity to perform well at recruiting tournaments and national competitions.

Operating Risks

The key operating risks are maintaining a schedule and continually filling a daily schedule to maximize the use of our facilities. We incur a great deal of debt initially, therefore we must maximize operations schedule to gain the most revenues. Additionally, we are facilitating athletic competition so we must monitor injuries and similar dangerous situations. Furthermore if our projections are correct and the numbers of members are increasing operating and scheduling times are will become a major challenge because of lacking and restricted space. On that note also, we will need to increase the number of coaches and decrease the number of responsibilities because they are going to increase and manager need to be able to cope with those responsibilities. Finally, we must manage the safety of our facility and potentially, install a fence or properly secure our boundaries.

Financial Risks

The financial risks are that the fixed expenses are higher than expected because of unexpected costs. Furthermore the sports club relies on constant membership revenues as investment can only be paid off over the long run and over an extended period of time. Therefore revenues starting at \$70,000 in the first year and leading to \$598,560 in the third year need to be increasing at the same rate in order to generate enough profit to avoid the necessity of utilizing the exit strategy. Lastly the rates are marked up at \$4,000, which is a large amount to be paid by families. Our revenues rely on repetitive income of the \$4,000 as well as regular renting out of fields. If the demand goes down our fixed costs and mortgage costs will lead to losses instead of profits.

Intellectual Property Infringement

The primary concerns for intellectual property for our firm are in the name and logo associated with the company. During the initial phases of development there were many names attached to the company at various times. Of the names that were presented that we believed had potential, we ran intellectual property searches to verify they have not already been trademarked. After this research was done, it has been verified that the name "the American Sports Club" will not be an infringement on any intellectual property claims. Furthermore, we have contacted our legal team and the initial steps have been taken to trademark the title and logo being presented by our company.

X. APPENDIX

Resumes of founders and key employees

Jason M. Nuzzo
4115 W ST NW, Apt. 105
Washington, DC 20007
(203) 640-2033
jmnuzzo@gmail.com

EDUCATION

AMERICAN UNIVERSITY, CLASS OF 2010

WASHINGTON, DC
2006- 2010

Bachelor of Arts in Political Science

- Concentration in US Government

Bachelor of Arts in International Relations

- Concentrations in US Foreign Policy and Asian Relations

Academic Honors and Accomplishments:

- Cumulative GPA: 3.90
- Class Rank: Top 5%
- Dean's List for all four academic years
- National Society of Collegiate Scholars
- Pi Sigma Alpha Political Science Honor Society

WORK EXPERIENCE

JAMES P. BEIRNE PROPERTY MANAGEMENT

WOODBIDGE, CT
2002-2009

Property Manager

- Performed all duties related to the management of a dozen rental units ranging from urban to rural properties including responding to tenant concerns, general building maintenance and upkeep, collaborating on lease agreements, and marketing to potential tenants and buyers.
- Oversaw and helped execute construction of new buildings and the complete renovation of existing structures for the purposes of resale and rental for profit.
- Collaborated in decisions related to the buying, selling, construction, and renting of properties to meet the strategic objectives of the company.

UNITED STATES DEPARTMENT OF JUSTICE– CIVIL DIVISION

WASHINGTON, DC
Mar 2008- Present

Paralegal Assistant

- Performed duties related to case management for multiple attorneys on prominent civil lawsuits involving aviation and admiralty matters in one of the most active and highly funded branches within the division.
- Collected and analyzed investigative and legal research used to build and support cases for claims ranging from \$70,000 to \$500 million.

- Drafted and reviewed legal documents for internal and litigation purposes received by Assistant Attorneys General, attorneys, and courts.

UNITED STATES SENATE– OFFICE OF SENATOR JOSEPH LIEBERMAN WASHINGTON, DC
 Aug-Dec 2006

Intern

- Assisted with the development of legislation and policies in the domestic and international realms, specializing in national security issues.
- Performed tasks related to constituent services and assistance, outreach, and policy explanation through written and oral communications.

FRAN KATZ-WATSON FUNDRAISING CONSULTANTS WASHINGTON, DC
 Aug-Dec 2006

Fundraising Volunteer

- Maintained ledgers and processed contributions from high-profile political donors for national campaigns totaling millions of dollars.
- Worked one-on-one with national-level elected officials to solicit contributions amounting to the legal maximum from targeted donors.

SENATOR JOSEPH LIEBERMAN REELECTION CAMPAIGN NEW HAVEN, CT
 Jun-Aug 2006

Field Organizer

- Performed tasks related to every aspect of a campaign including the execution of events with national leaders such as President Clinton, message development and promotion, and strategy development.
- Interacted with and was interviewed by both friendly and unfriendly media at the local, national, and international levels to promote the message of the campaign.
- Planned and managed all aspects of get-out-the-vote efforts which included recruiting and training dozens of personnel, supervising personnel, and voter contact.

TWO GUYS AND A GAVEL AUCTION COMPANY NEW HAVEN, CT
 2002-2008

Special Interest Fundraiser

- Organized, managed and participated in fundraising events for public and private organizations of high prominence with attendance ranging from hundreds to thousands of guests.
- Promoted and sold items of great value in a live auction setting for profit.

QUALIFICATIONS AND ACTIVITIES

Activities:

- Avid alpine skier 3 hrs/wk (seasonal) since 1991
- Volunteered to assist in the maintenance of land for use in 1.5 hrs/wk since 1994
 local agriculture, recreation, and ecological preservation
- Firearms enthusiast specializing in skeet and target shooting; 1.5 hrs/wk since 1994
 trained in rifles, handguns, and shotguns

- Mountain and rock climber specializing in peaks within the Appalachian Mountains 2 hrs/wk (seasonal) since 1995
- Recreational golfer 3 hrs/wk (seasonal) since 2000
- Rebuilt and restored cars, trucks, heavy machinery, and farm equipment for resale 3 hrs/wk since 2001
- Certified scuba diver 1 hr/wk (seasonal) since 2001
- Certified personal watercraft operator 2 hrs/wk (seasonal) since 2004
- Hunter of deer and small game 5 hrs/wk (seasonal) since 2005
- Volunteered on a variety of local campaigns including races for first selectman and the United States Congress 2 hrs/ wk since 2005

Clearances and Computer:

- SECRET clearance for Department of Defense
- Trained in Microsoft Office, Adobe, and all major research and legal software

Language:

- Elementary Mandarin Chinese- both oral and written

Anne-Meike de Wiljes

Bornholmer Weg 55, 30457 Hannover, Germany
0049-511-469840
anne@dewiljes.de

Education

- American University, Kogod School of Business**, Washington, DC May 2010
Bachelor of Science in Business Administration, Specialization: International Marketing
Awarded full four-year scholarship to play Division I Field Hockey
GPA 3.61
- Humboldtschule Hannover**, Hannover, Germany April 2006

Work Experience

- Men's Health Network**, Washington, DC January 2010 - Present
Intern
- Supervised booth presence at local area health fairs
 - Developed educational programs to raise awareness about prostate and other cancers
 - Co-ordinated social network initiatives on behalf of Women Against Prostate Cancer
 - Developed a business plan for a fundraising program to broaden response to "MH Week"
- United States Field Hockey Association**, Washington, DC February 2008 - 2009
Coach, US Olympic Development Program
- Coached 120 girls under the age of 19 as part of the "Futures Camp" program
- Lindner Software & Consulting GmbH**, Hannover, Germany Summer 2007

Intern

- Reviewed and developed strategies to communicate more effectively with corporate clients both via website and brochure material
- Created customer-friendly product descriptions to simplify sales process with business-to-business customers
- Presented recommendations to senior management, leading to implementation.

GfK Group, Hannover, Germany

April 2006

Market Researcher

- Conducted face-to-face interviews to profile fairgoers at Hanover Fair in order to support regional tourism industry

Sports Experience

- *Member*, American University Varsity Field Hockey Team August 2006 - Present
- *Member*, German Field Hockey U-16, U-18, U-21 National team 2003 - 2006
- *Co-Captain*, Lead School Chess Team to the German National Finals April 2003

Awards

Academic

Multicultural Affairs/ISSS "Scholar Athlete of the Year Award"	2009
Dean's List Kogod School of Business	2007, Fall 2008, 2009
NFHCA Division I National Academic Squad	2006, 2007, 2008, 2009
Patriot League Academic Honor Roll	2006, 2007, 2008, 2009

Athletics

Female Student Athlete Of The Year	2010
2 nd Team All American	2009
1 st Team Regional All American (Mid-Atlantic)	2008, 2009
1 st Team All-Patriot League	2008, 2009
Patriot League Defensive Player of the Year	2008, 2009
Most Valuable Player at Patriot League Tournament	2009
NFHCA Division I Senior All Star	2009

Skills

- Native in English and Native German
- Basic knowledge of French and Spanish
- Proficient in Microsoft Word, Certified in Microsoft Excel and Powerpoint

Mark Andrew Wysocki

2900 Henry Ct., Waldorf, MD 20603

301-751-9543

Mwysocki10@yahoo.com

An entry-level marketing or management position with a medium-sized business.

Objective

Education

American University, Kogod School of Business, Washington, DC

Expected: June 2011

Bachelor of Science, Business Administration

Major: Management, Marketing

Minor: Mathematics

Cumulative GPA: 3.31

Dean's List in Fall 2007

Related course work: Business Finance, Calculus II, International Business, Sports Marketing Management, Marketing Principles, Management Behavior, Managerial Accounting, Financial Accounting, Global Corporate Citizenship, Macroeconomics, Microeconomics, ITEC-The Edge of Information Technology

Work Experience

D.C. United, Washington, DC, 2009

Merchandising/Marketing Intern

- Assisted in managing D.C. United Team Store and Merchandise Kiosk stands during gamedays and midweek
- Assisted in beginning stages of opening D.C. United Online Team Store.
- Scheduled gameday merchandising staff

Vector Marketing, Waldorf, MD, 2008

Marketing and Sales Representative

- Engaged in one on one situations with customers while using marketing and sales skills to promote and sell Cutco Kitchen products.
 - Sold over \$1500 worth of Cutco Kitchen products in first 10 days with the company.
-

Leadership Activities

Undergraduate Business Association, American University, Fall 2007- Fall 2008

Member of American University Men's Soccer Team (NCAA Division I)

Participated in Division I sport while maintaining 3.31 GPA

Member of DC United U-20 Men's Super-Y Team, Summer 2008-Summer 2009

Advanced to Super-Y Nationals finishing as a Semi-finalist

Member of U-18 Men's Soccer National Team Pool, 2007

Skills

Computers: Proficient in Microsoft Word, Excel, and PowerPoint
Languages: Excelled in 6 years of Spanish classes
Sports: Extremely knowledgeable on the sport of soccer with extensive background.

Nathan Fry, D.C. United Director of Merchandising

301-753-1753

Jon Godwin, Vector Marketing Branch Manager

240-753-3654

Dafydd Evans, D.C. United U-20 Super-Y Coach

410-292-5857

References**Michael Warren Ono**

4000 Warren Street, NW Washington DC, 20016

Email: ono.michael@gmail.com,

Website: <http://www.michaelono.com>

Cell: (808) 372-0767

Education

American University, School of Communication, Washington DC

May 2010

Major: Broadcast Journalism, Minor: Business Administration

Relevant Experience

- Reporting Intern, Capitol News Connection Washington DC Jan. - April 2010

- Conducted unscheduled interviews with Senators and Congressmen in the halls of the Capitol; write scripts for web and air, consulted on social media strategy

Intern, WTOP Radio 103.5FM Washington, DC June -Aug. 2009

- Writing, editing and researching stories for the highest rated radio stations in Washington DC

Multimedia Consultant & Trainer, American University May 2009-October 2009

- Producing educational material and provide technical support for professors and students through the Center for Teaching Excellence

Social Media Intern, AmeriCorps Alums, Washington, DC Jan. -May 2009

- Coordinated alumni outreach and fundraising efforts for a national philanthropic organization. Worked with the Executive Director and Outreach Coordinator to formulate online outreach and social media strategy.

Online Community Leader, 9rules.com, Honolulu, HI
Dec. 2007

July 2005-

· Managed a community of online bloggers. Brainstormed with other community leader on ways to increase comments and online interaction.

Co-Managing Editor, Ka Punahou, Honolulu, HI
2006

Aug. 2005 – May

Other Experience

Host, Black Salt Restaurant
2008

Dec. 2007-Aug.

Relevant Coursework

Reporting, Broadcast Journalism I, Broadcast Journalism II, Writing for Convergent Media, Multimedia Production Skills, Social Networking and Business, Foreign Correspondents

Relevant Computer Skills

AP ENPS, Adobe Creative Suite, Wordpress, HTML, Final Cut Pro, Excel, Access, Basic Data Mining Skills

Picture of product prototypes





Other documents as appropriate

	Unit	Quantity	Unit Price	Total Cost
Complex Construction cost 200,000 sf	Unit			
Sitework				
Patio Area	sf	4,000	12.00	48,000
Site Utilities	ls			250,000
Landscape/Irrigation/Hardscape	ls			200,000
Site Lighting	ls			50,000
Entry Road	lf	10	1.8	18
Parking Lot	sf	13,500	1.80	24,300
Turf Field including Seating	ls			1,300,000
Grass Field including Seating	ls			800,000

Site Subtotal				2,672,318
Main Building				
Structure	sf	12,000	25.00	300,000
Mechanical, Electrical, & Plumbing	sf	6,000	45.00	270,000
Roofing	sf	6,000	10.00	60,000
Skin	sf	7,500	60.00	450,000
Bathrooms Finishes	sf	400	32.67	13,068
Locker Room Finishes	sf	1,000	36.78	36,780
Office Space Finishes	sf	200	60.00	12,000
	sf			
	ls			
Restaurant/Bar/Kichen	sf			50,000
Clubhouse Finishes	sf	4,400	75.00	330,000
Clubhouse FF&E	ls			50,000
Main Building Subtotal	sf	6,000	261.97	1,571,848
Indoor Court				
Structure	sf	14,000	25.00	350,000
Skin	sf	4,800	50.00	240,000
Roofing	sf	7,000	10.00	70,000
Finishes	sf	7,000	40.00	280,000
Equipment	ls			20,000
Mechanical, Electrical, & Plumbing	sf	7,000	45.00	315,000
Indoor Court Subtotal	sf	7,000	182.14	1,275,000
Project Subtotal	sf	13,000	424.54	5,519,000
General Contractor Mark Up's	sf	13,000	42.46	552,000
Total with Mark Up's	sf	13,000	467.00	6,071,000
Contingency (5%)	sf	13,000	23.38	304,000
Total with Contingency	sf	13,000	490.38	6,375,000