

May 29, 2008

A Message to All Athletes & Coaches

From

Jose H Rodriguez

CEO/ USA Judo

Congratulations on having qualified for the upcoming 2008 Olympic Trials to be held in Las Vegas in but a couple of weeks!

I am reaching out to you today, because these Olympic Trials will present to our sport of Judo and to each of you a very unique opportunity. Most all United States Olympic Committee top brass as well as sponsors will be present at these Trials. Further, NBC affiliate will be filming and in a one week delay be showing these competitions in a two hour special. The number of spectators will top any number ever to watch a Judo event in the United States. More than 40 past Judo Olympians have already RSVP to be present at these Trials, and many important potential sponsors to the sport of Judo will be present during these two days of the competitions.

This presents us all; you the athlete; you the coach; and us the National Governing Body with a very unique opportunity. But we can only turn this opportunity into a reality if we all do our part.

I am writing you today to ask for your help to achieve things we have not achieved before!

We need to show that Judo is a great sport; a great entertainment value. In order to do so, we need you to be aware, (obviously without interfering with your performance) of the crowd; of the television cameras. Television and the fans both in the venue and at home can relate to you through your emotions. You are the face of USA Judo! Please help us sell the sport; sell you. We can make some great strides if you the athlete; you the coach play up to the crowd, play up to the cameras. The American public want to see you celebrate, and yes they even see you cry. So, lets give the fans and the television public a great show. Remember, that it is the producer of the television show who will determine how long or who will get on the two hour show.

We may never have a second chance as we will in Las Vegas. When I first interviewed for this job, I put together a power point presentation where in one of the slides I said; "Judo is Fun, now lets go out and sell it". Well, this has been long in coming. Please work with us and follow the protocol we have set out for this event; don't be afraid to show emotions and be aware of the cameras and the crowd. Be gracious in victory and in defeat, but it is OK to be human as well.

I congratulate you again. I know it has been a lot of sacrifice and hard work for both Athletes and Coaches. You are, and will continue to be the reason why we have a job with USA Judo. Best of Luck to each of you and God Bless you all.

May I count on your support to make this a great show and great memories for all! Jose Humberto



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