

Jackson McDonald - Candidate Statement – WBCA Board of Directors

With 20 years of continuous involvement in the WBCA, I've had the privilege of watching our community grow while competing, volunteering, and serving in various roles. I bring both experience and passion to the table, having helped secure long-term financial stability for the organization through key contract negotiations, administrative planning, and sponsorship efforts.

These events have shaped my journey in the sport, and I'm committed to ensuring they remain strong for future players. I'm seeking another term on the Board to continue supporting the WBCA's growth, financial health, and player experience. I believe in progress, transparency, and giving back to the community that has given me so much.

Key Accomplishments

1. Reviewed and Positively Impacted Overall WBCA & Tournament Financials

i) Negotiated Long-Term Table and Tournament Direction Contract.

Led efforts on securing a new table and tournament direction agreement, transitioning from a per-player/per-division model (\$5.00 per person and \$50.00 per division) to a firm fixed-rate contract. This four-year deal provides cost predictability and long-term savings, especially with increasing participation, significantly benefiting WBCA's financial planning and sustainability. This initiative also strengthened our relationship with the tournament direction team therefore improving communication and teamwork both within the WBCA and with our external partners.

ii) Implemented \$5.00 Administrative Fee to Strengthen Funding

Proposed and successfully passed a \$5.00 administrative fee to help offset rising tournament costs. This change generated approximately \$12,000 in additional revenue without impacting prize funds or membership fees allowing WBCA to offer larger payouts while also reinforcing financial stability.

iii) Raised \$15,000 Through Sponsorship Committee Efforts

Actively contributed to raising around \$15,000 in sponsorship, fully covering streaming costs and enhancing the overall prize fund. These efforts boosted event visibility and value while reducing the financial burden on the association.

2. Tournament Direction & Table Contract (4-Year Agreement)

Led efforts to secure a long-term contract for tournament direction and tables, resulting in substantial cost savings for the organization over a four-year period. This initiative not only strengthened our relationship with the tournament direction team

but also fostered improved communication and teamwork both within the WBCA and with our external partners.

3. Streaming Partnership with On the Wire Creative Media

Negotiated a 3-year streaming agreement with On the Wire Creative Media. This partnership brought Ra Hanna into the fold—a valuable collaborator who has contributed significantly to both the Sponsorship Committee and the WBCA.

4. Expanded Streaming Coverage via EvoSports

We secured an affordable contract with EvoSports, increasing our number of live-streamed tables to eight. This upgrade significantly enhances event visibility and professionalism, while also ensuring that all finals matches are now live streamed for broader audience access and engagement.

5. Leadership of the Grievance Committee

Stepped into a leadership role as Chair of the Grievance Committee, ensuring fair and timely resolution of issues with integrity and transparency.

6. Authorized Contract Signatory

Selected by the Board of Directors as the official signatory for all organizational contracts, reflecting the board's trust in my judgment and commitment.

7. Development of a Contract Template for Vendors/Subcontractors

Created a new, detailed contract template to standardize agreements with subcontractors and vendors, ensuring clarity and consistency in scopes of work.

8. Policy & Procedure Development

Collaborated with the Board of Directors and key contributors to help update and improve organizational policies and procedures.

9. Tournament Committee Chair

Oversaw the planning and execution of tournament logistics, ensuring smooth and competitive events that meet member expectations.

10. Competition Committee Chair

- i) Led a collaborative and insightful committee that included external experts and data analysts to support data-driven decisions.
- ii) Partnered with IT to develop reporting tools that allowed us to assess Fargo ratings and robustness in advance of each tournament.

11. Member, Sponsorship Committee (Under Nikki Bisconer)

Proud to have contributed to a record-breaking year with a collaborative

sponsorship team that secured more funding than ever before. I am committed to exploring fresh, creative sponsorship ideas to further enhance the member experience.

12. Ongoing Commitment to Member Experience

Continuously dedicated to improving tournament experiences for our membership, ensuring professionalism, fairness, and fun are always at the forefront.

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