

USA Triathlon Board of Director's Meeting  
Sunday - Monday, November 15-16, 2009  
Hilton – Mandalay Room, Clearwater, FL

Present:

Board of Directors:

Rob Kasper, President (via conference call)  
Brian Harrington, Vice President  
Celeste Callahan, Secretary  
Bob Wendling, Treasurer  
Jim Donaldson  
Vince O'Brien  
Mike Greer  
Eric Averill  
Victor Plata, Pro/Elite  
David Kuendig, Pro/Elite  
Kelly Cook Kent, Pro/Elite

Staff:

Skip Gilbert, Executive Director  
Sharon Carns, Executive/Governance Affairs Manager  
Kathy Matejka, Event Services Director  
Gordon Weldon, Operations Director  
Jeff Dyrek, National Events Director  
Tim Yount, VP of Marketing and Communications  
Scott Schnitzspahn, Sport Performance Director

Guests:

Pam Zawada, North East Regional Council Chair  
Rose Snyder, Rose Snyder Consulting

**Note:** Information may be reported according to topic and not in chronological order.

**Note:** Rob Kasper, President, joined the meeting via teleconference for portions of the meeting.

**Presiding:** Brian Harrington, Vice President

**Call to order** 8:00 am

**Sunday, November 15**

**VP Opening Remarks**

Brian Harrington welcomed the BOD and staff to the meeting. He recognized and thanked Mike Greer and Kelly Cook for their service on the Board. Mike Greer has been a member for many years and has volunteered on behalf of USAT in a number of different roles. Kelly Cook served on the Board this year as an Elite Athlete member. Both will serve until their terms ends on 12/31/2009.

**CEO Opening Remarks**

Skip Gilbert updated the Board on the 2010 business plan draft and the organizational direction of USAT's moving into the new year. He mentioned that the primary focus of this meeting will be the 2010 budget and business unit wish list items.

**2010 Board Meeting Schedule**

The Board agreed that the next Board meeting will be held in Colorado Springs in conjunction with the Race Director Symposium and Art and Science. The Board will meet prior to the event on February 10-11, 2010. Brian Harrington suggested the group start looking at personal calendars and collectively decide the schedule for the 2010 year.

**Action item:** The Board will start dialogue on scheduling and the number of in-person meetings (3-4) that make sense to accomplish Board business in 2010. Board will finalize the results on the next teleconference call on 12/7/2009.

**BOD Governance Training**

Rose Snyder conducted governance training.

**Recessed: 10:00 am**

**Reconvened: 10:15 am**

After the break Rose Snyder continued governance training with the BOD.

**Recessed: 12:15 pm**

**Reconvened: 1:15 pm**

**Discussion Items**

#### Qualification Standards:

Jeff Dyrek, National Events Director, provided the Board with a copy of the Team USA 2010 World Championships Qualification Criteria document. Discussion occurred regarding the manner in which an athlete qualifies at one of USAT's National Championships and then the process for signing up for Team USA; status of Team USA reunion in Kona, Hawaii for 2010, and rankings.

#### USAT Competitive Rules:

Skip Gilbert, Kathy Matejka, and Charlie Crawford updated the Board on their meeting with WTC and the conversation that transpired about the differences on rules philosophy and enforcement and how ITU fits into the equation. Several rules that were discussed included bare torso, helmet, skin suits, pro licenses, paratriathlon, and drug testing program.

#### **Budget Review and Business Unit Presentations**

Each business unit budget and wish list was reviewed by the Board, and on Monday, 11/16 the Board voted.

Business unit presentation elements included: review of 2009, key learnings, cross collaboration, 2010 planning guidelines, opportunities and challenges ahead.

#### Order of business unit budgets and presentations:

Kathy Matejka, Event Services

Recessed: 3:00 pm

Reconvened: 3:15 pm

Tim Yount, Marketing & Communications

Jeff Dyrek, National Events

Skip Gilbert, National Office

#### **Executive Session 5:30 pm**

#### **Reconvened Monday, November 16**

#### **Call to order – Brian Harrington, 7:45 am**

#### **Approval of Minutes**

Mike Greer motioned, Vince O'Brien seconded to approve the May 30, June 15, July 13, August 3, September 14, and October 5, 2009 minutes.

**Motion passed**

**Budget Review and Business Unit Presentations (continued)**

Order of business unit budget and presentation:

Gordon Weldon, Operations

Scott Schnitzspan, Sport Performance

After the Operations report the Board conveyed concerns about USAT technology issues and deadlines not being met.

**Action item:** Board asked Skip to have a technology report ready by the 12/7 BOD teleconference call.

**2010 Budget**

The Board reviewed the 2010 Budget and wish list items for each business unit.

The Board asked budget questions about travel for committee chairs, trailer travel, technology, ambassador program, youth program, and *Triathlon Life* magazine.

Eric Averill motioned, Celeste Callahan seconded to accept the 2010 base line budget.

**Motion passed**

**Recessed 9:30 am**

**Reconvened 9:45 am**

Board reviewed National Office wish list items.

Jim Donaldson motioned, Victor Plata seconded to accept the 2010 wish list items as amended.

**Motion passed**

**Region Council Report**

Pam Zawada reported on the creation of the Regional Operations Manual. Regions collectively agree that challenges this year include the budget process and the beginning partnership with USAT staff. Pam stated that the regions personally wanted to thank Skip

for putting into place the following staff members to help in region matters: Sharon Carns, Tara McCarthy, and Rachel Roebke.

Region issues that need to be addressed are overall budget, youth, regional championships, and website. This is the first year for region budgeting and financial requirements, and the regions would like the National Office to put a structured process in place. Several regions in 2009 have had financial compliance issues and may need interim funds. The regions are asking that the regional championships be reviewed with the goal in mind of making them more relevant to the membership, as well as USAT branding criteria, qualifications, and Race Director requirements. On behalf of the regions, Pam stated that they would like more visibility on the website and asked that the following youth proposal be considered:

### **Youth Proposal**

Background:

The purpose of this budget item is to implement a consistent youth program nationwide, implemented by each region, to provide strong positive results in 2010.

An Ad-hoc committee of the Regional Chair Committee determined the following facets are necessary for a resilient and robust youth program.

1. Specialized coaching education
2. Educational clinics and events
3. Support for sanctioned events
4. Support for tri club and tri team independent efforts

To develop a strong program will take a number of years and requiring the implementation of efforts in all four areas. Implementation at this level for 2010 would be overwhelming in some regions. For this reason this proposal will require the implementation of programming in only one of these areas for 2010.

Budget recommendation:

Each region receives \$5000 funding to implement programming in one of the following areas. Pending funding approval, specific performance criteria will be developed for each area.

1. Education clinics and/or events
2. Development of new sanctioned youth events/Regional youth race series
3. Club/Team grants

Prior to Board vote, Skip and the Board discussed the various youth proposals that are being developed from the Youth Task Force, Regional Council Committee, and National Office. Pam suggested we consolidate them and have a USAT approach to youth. Skip stated that we need to better define if the youth program is about performance or participation. In addition, USAT needs to develop and launch a comprehensive survey that is directed for and about youth.

Record of Board vote:

Celeste Callahan – abstain

Eric Averill – no

Vince O'Brien – yes

Jim Donaldson – yes

Dave Kuendig – yes

Victor Plata – yes

Bob Wendling – yes

Mike Greer – no

Kelly Cook – abstain

Rob Kasper – yes

### **Motion passed**

**Note:** Upon the passing of the Youth Proposal, it was agreed that the regions will provide a cohesive plan to the National Office prior to the \$50,000 being funded.

### **2010 Region Budget**

Board reviewed region budgets and wish list items. Board agreed that in order for ten separate wish lists to be considered more filtering needs to be done. Regions need to put in priority order and the regions need to provide guidance before items are voted on.

Pam Zawada suggested that the wish lists be tabled and Eric Averill, Kevin Trock and a staff member of Skip's choosing get together and talk to each region council about their budgeting and wish list process.

Base budgets were approved.

**Action item:** Board will approve region performance markers for funding in the February 2010 in-person BOD meeting.

### **Subject: Elite Athlete Association**

**Background:** The mandate of the Athlete's Advisory Council as defined by the USA Triathlon By-Laws is *"to broaden communication between USA Triathlon and currently active elite athletes, and serve as a source of opinion and advice to USA Triathlon's Board of Directors with regard to both current and contemplated policies of USA*

*Triathlon. The Athletes' Advisory Council shall make recommendations to the Board of Directors on issues related to the needs and concerns of the elite athlete members of USA Triathlon.”*

The elite athletes would benefit from an association that serves them beyond this mandate. That is, to seek to promote the elite multi-sport athlete in every multi-sport discipline by expanding the quantity and quality of competitions, sponsorships, appearance and other opportunities; to establish and maintain standards of productive and ethical behavior for its members; to offer members professional education and representation; and to improve relations with race directors, spectators and amateur athletes.

The elite athlete members of USA Triathlon were surveyed to determine if membership dues should be paid to an elite athlete association as part of earning elite membership in USAT. All 368 licensed members were surveyed, 202 athletes responded (54% of membership). 75% of respondents favored forming an association paid with member dues. The survey was collected between September 30<sup>th</sup> and October 15<sup>th</sup>, 2009. The Athlete Advisory Council voted to add membership in an elite athlete association as a requirement to be eligible for a USAT elite license.

The Athlete Advisory Council, in accordance with the vote of the elite members, recommends maintaining the 2010 USAT elite membership fee at \$100, and approving a one-time grant sourced from elite athlete dues to fund a professional triathlon association.

**Financial Impact:** Amount of the grant, less the amount contributed by elite member dues.

**Relevant & Affected By-Laws and Procedures:** Article VI Sec.2: “USA Triathlon shall create a class of membership known as an elite athlete membership with criteria established by the AAC and approved by the board of directors.”

**Whereas,** the elite athlete members of USA Triathlon voted to maintain the USAT elite license fee at \$100 and use 61% of the fee to fund a professional triathlon association, and

**Whereas,** The Athlete Advisory Council voted to add membership in an elite athlete association as a requirement to be eligible for a USAT elite license, and

**Whereas,** the Athlete Advisory Council recommends that USAT approve a one-time grant sourced from elite athlete dues, to fund a professional triathlon association,

**Now, therefore, let it be resolved** that the elite athlete membership criteria include the following language: “To be eligible for an elite member license applicants must be a

member of the elite athlete association designated by the AAC. Association membership is optional for Elite Collegiate, and Elite Foreign license applicants.”

**Now, therefore, let it be further resolved** that USAT approves the grant submitted by the AAC on behalf of the elite athlete members to fund a professional triathlon association.

Notwithstanding the above, a grant shall not be disbursed until the association has incorporated as a non-profit 501(c)(6), with a designated board of directors, including a president of the board.

Submitted by:  
Victor Plata, Athlete Advisory Council

Victor Plata motioned, Dave Kuendig seconded to accept the Elite Athlete Association.

Board discussed the pros and cons of having an association.

Rob Kasper proposed a friendly amendment to remove **Whereas**, The Athlete Advisory Council voted to add membership in an elite athlete association as a requirement to be eligible for a USAT elite license.

Victor Plata objected to the friendly amendment.

Board voted on accepting the Elite Athlete Association resolution.

Record of Board vote:

Celeste Callahan – yes

Eric Averill – no

Vince O’Brien – abstain

Jim Donaldson – yes

Dave Kuendig – yes

Victor Plata – yes

Bob Wendling – abstain

Mike Greer – yes

Kelly Cook – yes

Rob Kasper – no

**Motion passed**

After vote to accept the Elite Athlete Association resolution Rob Kasper motioned, Bob Wendling seconded to remove **Whereas**, The Athlete Advisory Council voted to add membership in an elite athlete association as a requirement to be eligible for a USAT elite license.

**Note:** Brian Harrington clarified that a yes vote is in favor of the motion; no vote is to keep the status quo.

Record of Board vote:

Celeste Callahan – abstain

Eric Averill – no

Vince O'Brien – no

Jim Donaldson – no

Dave Kuendig – no

Victor Plata – no

Bob Wendling – not available at the time of vote

Mike Greer – no

Kelly Cook – no

Rob Kasper – yes

**Motion failed**

**Action item:** Due to meeting time constraints the 2010 Board Goals Development and communication exercise were tabled until February meeting.

Jeff Dyrek passed out a handout of the 2009 Age Group National Championship Survey Results.

**Mike Greer motioned for meeting to adjourn.**

**Meeting adjourned at 12:00 pm**