



USA TRIATHLON 2013 GENERAL ELECTION

Welcome to USA Triathlon's 2013 election coverage. Please use the following information to learn about the candidates nominated in your region for the National Board of Directors. We hope this will assist you with your voting decision.

CANDIDATES FOR THE NATIONAL BOARD OF DIRECTORS

ATHLETE DIRECTOR

Please vote for one (1) of the following candidates:

REGION	CANDIDATE
Athlete Director	Steven Sexton (Incumbent)
	Joanna Zeiger

STEVEN SEXTON

Raleigh, NC

Athlete Director



- ITU Athlete Committee Co-chair (2012-present)
- USAT Board of Directors (2010-present); Treasurer (2011)
- USAT Project 2012 team (2010-2011)
- 5th place, USAT Elite Nationals 2010, 2011;
- U.S. Collegiate National Champion 2008; 7th place, World University Games 2008
- Ph.D. applied economics, UC Berkeley

It has been an honor and a privilege to represent elites on the USAT board. I invite you to review my record of accomplishments on your behalf and then cast your ballot to re-elect me so I can continue working for you.

As USAT Treasurer and director, I fought to stop a near-decade-long decline in the share of USAT's budget devoted to elite programs. It has increased since I joined the board. My proposals to increase funding for direct athlete support also were approved each year. To save you money, I successfully lobbied to lower the elite license fee to a cost equal to the age group license.

I worked hard to bring ITU World Triathlon Series racing back to the U.S. (in San Diego) after USAT declined to support the ITU Washington, D.C. race. Along with other athlete directors and the AAC, I fought for London Olympic qualifying criteria that prioritized high performance and decisions on the field of play, rather than discretionary decisions in the boardroom. Thanks to incredible performances, our team was selected at the London test event and in San Diego, at a home soil qualifier for which I lobbied aggressively. My successful proposal to invest in hosting the ITU 2015 Chicago Grand Final helped bring age group world championships back to the U.S for the first time in a decade. I also worked to win approval of the Elite Triathlon Academy for high-performing college students and the new super sprint race series aimed at getting our sport more TV time.

There is more work to do. With Paratriathlon's introduction in the Rio Games, we must fully fund our talented paratriathletes so they can maintain their world dominance. Elite non-drafting rules, particularly the stagger rule, remain a source of frustration and confusion. In an effort to harmonize rules around the world, I will ensure they are thoroughly reviewed. I will work to

guarantee high quality officiating at elite races and to hold race directors accountable when their actions cause confusion on race day. Safety and fairness on the field of play —our workplace— are essential, particularly as elites strive to make a living in triathlon. Lastly, while we so far have been spared the major doping scandals of our sibling sports, it is important that we invest in doping control to stay ahead of the curve as our sport develops.

You have a choice of candidates in this election. Please review what each has accomplished for you. I hope you will agree that I will work hardest for you, so I humbly ask you to cast your vote for me.

JOANNA ZEIGER

Boulder, CO

Athlete Director



Triathlon is my passion. I raced as an amateur from 1994-1997 and as a pro from 1998-2010. While I no longer compete as a triathlete, I am still deeply involved as a coach, spectator, and all around enthusiast. In my years in the sport, I competed across all distances thereby experiencing the ITU, WTC, Lifetime Fitness Series and the one-off local races. I raced locally, nationally and internationally, gaining a large body of knowledge about what makes triathlon successful and what advances are needed to make things better for the sport and its athletes. My triathlon achievements, highlighted by a 4th place in the 2000 Sydney Olympics, 5th place at the Hawaii Ironman, and a win at the 2008 Ironman 70.3 World Championships, in themselves are not enough to make a good board of directors member. My unrelenting desire to see triathlon mature and the need for the growing number of professionals to have unbiased representation are the added ingredients that will help me become a good board member. The United States can benefit from increased professionalism—athletes, USA triathlon, race directors and sponsors all need to utilize the professionals to a larger degree than the current modus operandi; community talks, local news involvement and education about the sport in schools are some ways to increase athlete exposure and promote a healthy lifestyle. More publicity for the professionals will only enhance the desirability of athletes in the eyes of sponsors and will elevate the status of triathlon in general. Professional athletes have long needed so many things: (1) long course athletes need more support and recognition and warrant a chance to run for a seat on the board; (2) a liaison to navigate between the athletes and ITU and WTC; (3) continued evaluation and updating of race rules; (4) a place to lodge concerns without fear of ostracism; (4) better course safety; (5) ensuring fair races for female professionals; (6) an open channel of communication between the athletes and USAT and (7) mechanisms to safeguard the athletes from misdirection on race courses (seriously, the notion that athletes need to know the course is antiquated and unrealistic). All of these issues need to be tackled head on to increase professionalism and guarantee that the elite side of our sport continues to grow just as the age groups side has grown. Communication is the key and it is my hope that you will vote for me so that we can begin a dialogue that will result in some important changes. I realize this list is long, but there needs to be a starting point. I hope to initiate the tough conversations and exact some change.