



## 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

#### GENERAL DIRECTOR—SOUTHEAST REGION

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

REGION	CANDIDATE
<b>Southeast</b> <i>(includes Alabama, the Florida Panhandle west of the Apalachicola River, Georgia, Mississippi, South Carolina and Tennessee)</i>	<b>Craig Evans</b>
	<b>Mike Wien</b> (Incumbent)

## **CRAIG EVANS**

Hendersonville, TN

General Director-Southeast Region



- ITU Cross World Championship 2<sup>nd</sup> (2012,) 10th (2011)
- Business: Medical Device Distributor
- Coach & Manager Optimum Endurance Triathlon Team
- Event Organizer for Breakthrough Endurance Triathlon Festival
- Graduate, Western Kentucky University, full swimming scholarship

I seek election to represent the Southeast Region on the USAT Board of Directors to renew the important bond between our national governing body and the members here in our region. It's time to bring USAT home for those of us in the Southeast.

Our members deserve assistance identifying and finding whatever resources they need to train and compete, whether it is training equipment training venues, training regimens and coaching, or races in which to compete.

USAT can provide this help by supporting grassroots programs for clubs and individuals. USAT should provide resources to clubs so they can provide specific services tailored to their communities. Successful clubs should be rewarded for attracting new members and retaining existing members.

USAT has the unique capacity to identify who competes at specific events. In addition to using this data for national rankings, it also could be used to create a credible, verifiable race feedback program enabling members to grade the races they compete in according to a number of important criteria, such as course safety, scenic quality, family and spectator friendliness, etc. Such a system would help members select races suited to their preferences. It also would help race directors differentiate and market their events to each market, and attract sponsors to our sport.

If you elect me to represent you, I pledge to be responsive to your ideas and suggestions, and to tell you on a regular basis what your federation is doing and why. In an unprecedented move, USAT's board is asking you in this election to agree to changes in the regional organization in a surprise move that our region has had no information about, no time to discuss amongst ourselves, and no opportunity to provide input to the board. I promise I will not vote for any big

changes to the regions, or any other important matter, without asking your input first and casting the vote that represents what you, the members want.

USAT recently raised membership fees for youth and adults. At the same time, USAT has stashed away millions of dollars in a rainy day fund with no express purpose. Our federation needs to be accountable to the members. This money should be returned to you in the form of programming or lower membership fees.

My experience in triathlon coupled with my athletic and professional accomplishments give me the background and skills to help USAT fulfill its mission while making sure we serve the needs and goals of our Southeast members.

Please take the time to cast your vote in this election in support of the Southeast Region. I humbly ask you to cast your vote for me.

## **MIKE WIEN**

Marietta, GA

General Director-Southeast Region



I joined the USAT Board to bring my business, marketing and triathlon experience to the organization to help them attract more people and enrich lives. People who train for and participate in triathlons live exciting and purposeful lives. I was not much of an athlete growing up. However, to fight the aging process, I started swimming, cycling and running and met some triathletes who changed my life. I understand the power of triathlons and have become passionate about sharing how training inspires people to set goals, develop discipline, adopt healthier lifestyles, and become a member of an active and supportive community. I am running for re-election to continue to support USAT's stated mission: to grow and inspire the triathlon community.

The key opportunities facing USA Triathlon are:

1. Grow participation by generating greater awareness of the benefits of USAT and creating greater value in membership.
2. Improve the quality of events by providing greater support to coaches, race directors, regional committees and volunteers.
3. Encourage youth participation to generate interest and identify talent.
4. Develop talent for the Olympics and increase participation in International events.
5. Insure fiscal responsibility and governance of USAT.

Based on my background and experience, I look forward to continue being an important voice in the leadership of USA Triathlon. With 40 years of marketing, sales and branding experience, I add to the business expertise on the board. This includes building brands for Frito-Lay, Pepsi, Deloitte and CitiBank. For the past 10 years, I have worked with organizations on developing messages that are compelling and create a competitive advantage. I am also an adjunct professor of marketing at Georgia State University. My non-profit experience includes the board of directors of one national organization and four Atlanta based agencies including the Atlanta Track Club where I helped shift the focus from just elite athletes to include people trying to live healthier lives. I understand the marketing opportunities and the fiduciary responsibilities.

While I have become a serious age group competitor including two podium finishes at the Ironman World Championship in Kona, I was a weak athlete growing up. That gives me plenty of empathy for the triathletes who have no expectations of a podium finish, but have adopted the sport for the lifestyle, the camaraderie, and the challenge to improve.

By combining 28 years of experience with large corporations, and 10 years of competing in triathlons, I help organizations focus on the most important ingredient for success – endurance. Audiences learn through examples how success is based on discipline and concentration, critical ingredients for living a more purposeful life. These are the same skills people need for success in a triathlon.

USAT has given me an opportunity to give back to a community that has changed my life. I would be honored to continue to serve and use my skills to help reach and impact more people.