

Minutes  
USA Triathlon Board of Directors  
Greenville, South Carolina  
April 8 and 9, 2018

Siff called the meeting to order at 12:35 pm, April 8, 2018.

**Board Members Present:**

Staci Brode  
Ben Collins  
Chuck Graziano  
Susan Haag  
Kevin Haas  
Judge Jones  
Jacqueline McCook  
Joel Rosinbum  
Keri Serota  
Barry Siff  
Erin Storie  
Mike Wien

**USAT Staff in Attendance:**

Rocky Harris  
Victoria Brumfield – Chief of Staff  
Dave Deschenes - Executive Director USA Triathlon Foundation  
Sandra Cook  
Sharon Carns

**Board Members on the phone:**

Ben Collins joined at 1:06 PM Left at 4:21 PM

Barry Siff opened the meeting with President's Remarks

Having our board meeting in Greenville as part of the Duathlon National Championship was appreciated by our members who love Duathlons.

Update on Triathlon International Relations - USA Triathlon with the support of the USOC opened Triathlon to Cuba three years ago that started our role in International Relations. We now have important roles in most committees at ITU. We helped with the USOC launch triathlon in the country of Benin in Africa. We have sent two coaches to Egypt for a triathlon camp. Barry went to Panama on behalf of the State Department to help develop triathlon in Panama. (Travel Expenses were paid by the State Department.) Vision for next year is to set up a best practices meeting for South American and develop a coaching clinic for Africa.

ITU is refocusing effort to place greater emphasis on age groups. The focus in the past has heavily weighted toward the elites in the sport.

Approval of Minutes – Mike Wien

Minutes from the January 24 and 25 in Phoenix Approved by voice vote.  
Board Teleconference call on March 19 – Approved by voice vote.

Treasurer's Report – Kevin Haas

End of year Financial Review – Key indicators  
Revenue Annual Membership was up \$234,000  
One day down \$109,000  
Sponsorship up \$194,000  
Building Rental up \$271,000  
Revenue \$16,543,079 Expense \$15,346,266  
EBITDA profit at year end was \$1,196,813

This will allow USA Triathlon to reinvest in the community to help support race directors, coaches, clubs, retailers and the Olympic movement.

**Action Item:** Rocky will set up a page on the USA Triathlon Website to communicate our plans for spending the surplus in our budget to coincide with the annual budget being posted online.

Membership review  
Adult – Up 7.0%  
Youth Down 4.7%

Chief of Staff Introduction – Victoria Brumfield

Victoria joined the USA Triathlon team in Colorado Springs on April 2 and has primary responsibilities for Technology, Human Resources and Finance. She is also responsible for keeping the organization focused on implementing the strategic plan.

Victoria will also help the organization evolve to a culture of excellence by focusing on the three pillars of support - Finance, people and systems and processes supported by technology.

Victoria joined with a background working for a sports marketing company that build events from scratch. She has also worked on the client side in customer activation and operations.

Foundation Executive Director Introduction – Dave Deschenes

Dave joined us from the Ironman Foundation. He was in financial services in all facets of the business. He also shared best practices with USA Triathlon from Ironman Foundation prior to being considered for the position.

Dave is looking to create athlete based community service projects. Giving the athletes a chance to give back and to share with the communities who host events.

Dave has developed a 90 day plan to help USA Triathlon most effectively be integrated into the USA Triathlon staff.

First 30 days - Assessment of what we have in programs, support and staff.

Focus on three initiatives - Youth, Paratriathletes, and the Olympics and encourage, inspire, and ignite people to support these initiatives.

CEO Report – Rocky Harris

**Time to Tri** - 372 Industry People have signed the Pledge to support the program  
21,410 Website Unique Visitors and 65,235 page views

Ironman Partnership under the Time to Tri umbrella is being formalized  
Implementing support programs to include social media, a Rock'n'Roll Marathon expos and data base management

LA Fitness is partnering with us on a pilot program in their clubs for an indoor triathlon series,

The Triathlon Community has also made commitments to Getting to Tri including In-Kind Advertising from Pocket Outdoor Media, Free lessons from Coaches, Race Directors Summit, Event Organizers and Clubs, and donations from ACTIVE Network, ROCA, BOCO and QR.

### **Update on NCAA, Historically Black Colleges and Universities (HBCU) and Collegiate Clubs**

22 Universities have received USA Triathlon grants and are actively participating in NCAA triathlon, and another 9 have provided verbals and are in the grant writing process to add a program.

USA Triathlon is developing a triathlon program to pilot at an HBCU to help develop a women's triathlon program on campus and also build a pipeline to increase diversity in the sport.

USA Triathlon is planning to invest in supporting Collegiate Clubs

Rocky is recommending a \$1 million commitment to support driving the school program to 40, supporting the HBCU pilot, and building Collegiate clubs as follows:

Emerging Support Grants \$650,000

HBCU \$225,000

Conference Funding \$20,000  
College Clubs \$50,000  
NCAA Retention \$50,000  
Total \$995,000

**Motion** (by Joel and seconded Kevin) to approve funding the NCAA Women's program by an additional \$995,000 to help drive NCAA colleges from 31 commitments to 40 teams, to support a pilot for an Historically Black College or University, to support the growth of collegiate triathlon clubs and to help fund college conference championships.

Approved by voice vote.

**High School/Youth Programs** We currently have 32 high school state championships and 2 pending championships – a 44% increase from 2017 to 2018

Foundation has provide funding

**Action Item:** In reviewing the Strategic Plan, the board is committed to growing our youth program. The staff has indicated the 100,000 youth members goal may not be realistic and will come up with a detailed plan and an appropriate goal to be presented at the next board meeting in Cleveland.

**Human Resources** - Rocky reviewed the key characteristics of our future high performance leader as part of the search for the position. The list of 110 candidates has been narrowed down to 9 finalists.

Professional Development for USA Triathlon staff. Sharon reviewed the board onboarding training requirements, an annual all staff Professional development meeting, and the individual professional development opportunities. Sharon is also developing an employee survey to gage how the employees are feeling about the organization.

**Business Development** - IPG 360 was hired to help USA Triathlon secure significant sponsorships currently not directly connected to our sport.

**Highlights of Additional Initiatives** - Rocky provided a high level overview of many of the other initiative the staff is working on to help grow the sport.

- Membership value proposition
- Membership and One-Day pricing alternatives
- Race directors support
- Tri Clubs support
- Coaches support
- Officials support
- Referral programs
- Race sanction system
- Events Calendar
- Organizational Communications Tool
- Crisis management plan

- National Championship Events
- Long Beach Announcement
- FLAME – Finding Leaders Among Minorities Everywhere

Meeting adjourned at 5:13 PM

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April 9, 2018

Siff called the meeting to order at 8:03 AM April 9, 2018.

**Board Members Present:**

Staci Brode  
Ben Collins  
Chuck Graziano  
Susan Haag  
Kevin Haas  
Judge Jones  
Jacqueline McCook  
Joel Rosinbum  
Keri Serota  
Barry Siff  
Erin Storie  
Mike Wien

**Board Members on the phone:**

Ben Collins joined at 8:03 AM Left at 10:30 AM

**USAT Staff in Attendance:**

Rocky Harris  
Sandra Cook  
Sharon Carns

Strategic Plan Update – Staci Brode

Brode, Storie, Collins and Harris (with input from his executive team) recommended adding point “D” related to creating a Culture of Excellence to the strategic plan as follows:

**D. International Leader.** Foster meaningful relationships with International Federations (IFs) and National Federations (NFs). Host and/or sanction national and international events that encourage elite level competition.

**Motion** (by Brode and seconded) to approve the addition of International Leader as point D in the strategic plan. Approved by voice vote.

#### RD Summit Recap – Staci Brode

We hosted Race Director Summit at the end of February and attracted 70 race directors. Program was primarily round table discussions driven by the race directors committee. Race directors appreciated the renewed support from USA Triathlon staff. Key outcome was a list of the top 5 areas that USA Triathlon can support race directors. Number one was to drive participation in the sport.

Race Certification has been approved for on-line certification and is now available.

**Action Item:** We will be hosting quarterly webinars for race directors to keep the strong communication between USA Triathlon and the race directors. Brian D'Amico will organize this from the staff.

#### Anti-Doping - Chuck Graziano

The committee is focusing on three areas: 1. Education and awareness, 2. Testing, and 3. Collaboration with other entities. We are adding an education piece to the coaches continuing education program. A staff member is being assigned to focus on anti-doping along with the SafeSport initiative. Marketing program to educate participants is being implemented.

#### Officials Task Force – Chuck Graziano

Deb Wilson has been hired as Commissioner of Officials. An officials task force is being re-established to grow the officials program and rules harmonization between USA Triathlon, Ironman and ITU.

#### SafeSport Update – Erin Storie

USA Triathlon responded to congress and forwarded materials to USOC to demonstrate our compliance in SafeSport. We are now looking to hire a staff person responsible for SafeSport within our National Governing Body.

USOC AAC meeting – Erin Storie provided an update on USOC's key topics related to SafeSport, The Ted Stevens Act, and Anti-Doping

#### By Law Amendments – Barry Siff

Changes in the election process time-line as outlined in our bylaws needs to be voted on and approved by the membership this fall to be in effect for next year's voting process.

**Action Item:** Staci will take the lead to make sure the board reviews the By Laws and recommends changes by the end of May.

#### Regions Update – Staci Brode

Reorganization of region structure from 10 regions to 6 regions in progress. Two out of the three staff people have been hired to support the regions. A webinar will be hosted to set expectation for the region volunteers. In a search for volunteers, we have had 64 people volunteer. Board liaison for each region have been asked to participate in region calls.

#### U23 Criteria – Joel Rosinbum

ITU made a change in the U23 which necessitates a change in our criteria to provide for the most appropriate athlete selection process. Changes are related to qualifying events.

**Motion** (by Rosinbum and seconded) to approve the U23 Criteria as outlined in the February 12, 2018 document. Approved by voice vote.

#### Olympic Mixed Relay Criteria - Judge Jones

We need to make sure the criteria and selection is done in a timely manner to insure opportunities for the appeals process.

#### Hall of Fame Policy Change Discussion – Judge Jones

The criteria is being re-evaluated for selection of the elite athletes. The next Hall of Fame ceremony will be on Cleveland on Thursday, August 9th as part of the National Triathlon Sprint and Olympic Championships.

### **Committee and Foundation Updates**

Chuck Graziano National Championship - Starting selection process for the 2020-21 host city.

Chuck Graziano National Coaching - The committee meets quarterly and is currently focusing on the Coaching Arts and Science symposium.

Erin Storie Collegiate - Championship is in Tuscaloosa on April 28. Regional championships are being discussed due to the reorganization of the regions.

Jacqueline McCook - Foundation Dave Deschenes was hired as the new executive director for the Foundation. \$100,000 was given in grants to 37 organization. Foundation trustees and grant recipients will now be required complete SafeSport.

Kevin Haas - International Relations Committee was formed to get people on International Committees and this has been accomplished. They now need to evolve the role of the committee members be effective spokespeople for USA Triathlon's agenda.

Keri Serota Duathlon - We need to encourage the Duathlon Committee to consider hosting kids races as part of their program.

**Action Item: Follow up with staff to add a kids race to duathlon nationals.**

Mike Wien – Age Group The committee focus has been on selecting the age group athletes of the year for 2017.

Mike Wien – Finance (Covered in Treasurer's report)

Susan Haag Women's Committee Melissa Stockwell has accepted the position as chair of the Women's Committee. They are working with the Leanda Cave Foundation to develop a mentoring program for women wanting to become triathletes. Judy Flannery award selection process is in place.

Meeting ended at 11:44 am.

Respectfully Submitted:

Mike Wien  
USA Triathlon Board Secretary