



## USA TRIATHLON 2017 GENERAL ELECTION

Welcome to USA Triathlon's 2017 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 — MIDEAST

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

REGION	CANDIDATE
<b>Mideast</b> <i>(includes the states of Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin)</i>	<b>Tim Edwards</b>
	<b>Mark Hecquet</b>
	<b>Keri Serota</b>

## **TIM EDWARDS**

Orange Village, OH



As a member of the board of directors, I will be adamant that the growth of our sport continues thru growing Youth, Junior, Collegiate, Varsity, and Female groups. Now that the sprint world championships have switched to the draft legal format, it is up to USAT to create a climate for more DL races to be held so everyone can experience the thrill of this form of racing. Elite development has been impeded due to the lack of DL race days available for aspiring Olympians who have not reached the pro level yet. Mixed team relay formats also need to be held for all age and skill levels. These two formats will invigorate the racing scene, renew interest in short course, and give us an exciting format to pit up against obstacle races which are taking members away from USAT and cutting into our participation numbers.

In addition, the regional race series in each region needs to be promoted better and make it a must do series. I propose these races become a larger part of qualification for National Championships.

USAT must continue to be the leader in coaching education thru more specialization and hands on clinics for each of the disciplines and formats of triathlon, duathlon, and other multisport races. I would increase the opportunities to offer these hands-on training sessions and make USAT Coaching Education the best and most accessible place to increase our coaches' knowledge and learning.

Appointing me to the Board of Directors will allow USAT to tap into my varied experiences at the local, regional, national, and international levels as a coach, athlete, and mentor. I would be honored to be a part of this new era of triathlon as we search for a new CEO and move into uncharted territory.

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## **MARK HECQUET**

West Chester, OH



These are exciting new times for new triathlon. I truly believe the opportunities for USA Triathlon are endless and I have the professional and personal skill set to further the success of the organization.

Although a relative newcomer as an age grouper in the triathlon world and a recently certified USA Triathlon race director, I have spent the last 12 years working closely with USA Triathlon in an event hosting capacity. Initially as host for the 2005 -2006 USAT Duathlon National Championships in Mason, Ohio and more recently as the host, for the last six years, of the USAT Junior and Youth National Championships in West Chester, Ohio.

I believe expanding our youth programs nationwide, not only at the elite level but all levels, is imperative for the long success of USA Triathlon. This year, I was part of the Mojo triathlon club that created it's first ever youth program. As part of this program, I saw first-hand the joy and excitement as our next generation of members experienced the sport for the first time. In addition, as mention above, I have hosted the USAT Junior and Youth National Championships. I have worked closely with the USA Triathlon staff to better understand the needs of the youth athletes and put in place new experiences that have led to increased participation at the National Championships every year. It is this knowledge and experience I look to bring to the board.

I believe that a consistent focus on demystifying the sport will lead to a considerable increase in membership. Being a relative newcomer I am aware of the challenges of entering a new sport with three distinct disciplines. Using my recent experiences with this, I look forward to continuing to be an ambassador of the sport and driving new members.

I believe USA Triathlon should continue to expand USA Triathlon Sprint and Olympic event opportunities further making the sport more accessible to all and delivering a best class event experience. As the Executive Director of the Butler County Visitors Bureau and previously as the sports marketing director for the Warren County CVB, I have an extensive sports marketing and event background. I have worked closely with Sport National Governing Bodies developing strong relationships and hosting their Olympic Trials, International and National events. It is this experience both hosting and managing events that I look forward to bringing to the board.

Most importantly as a member of the Board of Directors I believe in accountability and transparency at all levels of the organization. Having led several non-profit organizations, I am experienced working within a board, developing policy, fiducial responsibility and governance.

I look forward to the opportunity to work with the Board of Directors to bring my unparalleled dedication, determination and transparency that will push forward USA Triathlon in new heights.

I appreciate your consideration.

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**KERI SEROTA**

CHICAGO, IL



I am Keri Serota. I am a Cofounder of and Executive Director for Dare2tri, the nation's first USAT sanctioned paratri club. I am passionate about the multisport lifestyle. I have seen the benefits and life transforming impact that triathlon can have on someone's life. I enjoy seeing novice athletes learning to swim, bike and run and put it all together to cross their first ever finish line all the way through world and Paralympic Champions. I have dedicated my life's work to ensuring that people with disabilities have the opportunity to enjoy the benefits, camaraderie, healthy lifestyle and community that is triathlon. People often ask me why tri's? My answer is simple, the community. Triathlon brings people together. I see it even more in the para world. Unlike sports like wheelchair basketball or sled hockey, you don't need 9 other people with disabilities to participate. One person with a disability can participate in a race in any community around the country or the world with their mother, brother, sister, friend, neighbor etc. This is what I love about the sport. It brings people together. When you are having your post race beer and talking about the waves on the swim, head wind on the bike or hills on the run, it does not matter if you are blind, use a racing chair or are an age grouper. I love that in the sport of triathlon, everyone competes on the same course and at the same time. The elites, first timers, paratri's etc. EVERYONE! Triathlon brings people together and we believe that the finish line is just the beginning!

I would like to serve on the USAT Board of Directors so that I can help grow the sport and the community. Triathlon is for everyone and I want to help spread that message and movement. I, of course, want to ensure that the paratriathletes are looked out for but I also want to make sure that youth and woman are paid special attention too. I want to help educate people that not all triathlons are Iron distances and there is a distance, race or relay option available for everyone. I want to show people the power of the finish line and continue connecting people from all walks of life through the sport.

Having a seat on the board and being part of the group that thinks strategically about the future of the sport is something that gets me fired up and excited. This is what I do on a daily basis and I would love to use my passion and talents to help grow, develop and support the sport at the highest level. I believe that I would be able to contribute to conversations, discussion and bring various view points to the table. I also feel that this will be a great experience for me to grow and develop my skills as a profession in the field.

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