



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 — SOUTHEAST

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

REGION	CANDIDATE
Southeast <i>(includes the states of Alabama, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.)</i>	Paul Bloom
	Mike Wien

PAUL BLOOM

Durham, NC



Serving on the USAT Board would be a thrilling opportunity. It would give me the chance to help build greater participation in multisport training and competitions, creating substantial health and welfare benefits for participants of all ages and backgrounds. I have many ideas and recommendations to offer the Board, drawing on my years of experience as a business school professor (at Duke University, the University of North Carolina, and the University of Maryland) doing teaching and research on nonprofit marketing, the marketing of preventive health, and the promotion of socially-beneficial causes. I have served on many nonprofit Boards and done consulting to numerous social-purpose organizations, and my writing includes the book: *Scaling Your Social Venture: Becoming an Impact Entrepreneur* (Palgrave Macmillan, 2012). I hold a Ph.D. in marketing from the Kellogg School of Northwestern University, an MBA from The Wharton School of the University of Pennsylvania, and a B.S. in Business from Lehigh University. My current title is Senior Fellow, Center for the Advancement of Social Entrepreneurship, Fuqua School of Business, Duke University, where I teach the Practicum in Social Innovation and advise other student projects.

In the world of multisport, I am a USAT Level 1 Certified Coach (with an additional Youth and Junior Certification). I have coached and encouraged hundreds of young people to pursue multisport, and have been the Assistant Coach of the Duke University Triathlon Club for several years. My co-authored book (with David Williams), titled *Triathlon Disasters & How to Avoid Them* (Createspace, 2015), has provided guidance to athletes all over the world. As an athlete, I have completed over 150 multisport events of all distances up to half-ironman (earning me membership in USAT's Century Club) and I have been a member of Team USA every year since 2005 in triathlon or duathlon (and several times both), competing at over 20 ITU world championships.

As a USAT Board member, I would draw on my background as a marketing expert and as a competitive athlete to support USAT efforts to build participation in multisport events. I am passionate about supporting programs that encourage entering multisport events for one's entire lifetime, no matter what level of natural athletic talent one possesses. I have a particular affection for programs that (1) foster youth participation in multisport instead of year-round focus on a single sport, (2) encourage injury prevention and safety during competitions and training, (3) promote participation in sprint and Olympic distance races (versus the ironman and half ironman events), (4) encourage participation in duathlons, aquabike, and aquathlons, allowing people to enjoy competing regardless of their athletic strengths, and (5) reduce or subsidize the expenses associated with competing in multisport events, so that people in all economic circumstances can afford to race. I think I can be helpful in developing

communications strategies that will persuade more people to add multisport training and competitions to their physical activity pursuits, along with the increasingly popular forms of racing such as tough mudders, Spartan races, orienteering competitions, and gravel racing.

MIKE WIEN

Marietta, GA



We Enrich Lives

People who train for and participate in Triathlons live more exciting and purposeful lives. The sport attracts participants and inspires them to set goals, develop discipline, adopt healthier lifestyles, and become a member of an active and supportive community. I joined the USAT Board five years ago to bring my business, marketing and triathlon experience to the organization to help them attract more people and enrich their lives. I am running for re-election to continue to support USAT's stated mission: To grow and inspire the triathlon community.

We Have Critical Issues

The key issues facing USA Triathlon are:

- Grow participation by generating greater awareness of all the benefits the sport has to offer.
- Leverage the combined strength of all stakeholders to more effectively reach a broader audience. This includes fostering greater collaboration between race directors, coaches, clubs, schools, corporate wellness departments, manufacturers and retailers.
- Develop elite athletes for the Olympics and participate in International events.
- Attract a more diverse audience of participants.
- Insure fiscal responsibility and governance of USAT.

I Bring An Important Perspective

Based on my background and experience with not-for-profit organizations including USA Triathlon, with the corporate world and as an active triathlon age group competitor, I look forward to continue being an important voice in the leadership of USA Triathlon.

Business Leader: With over 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 14 years, I have worked with organizations on developing messages that are compelling and create a point of differentiation. 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 played a role in shifting the focus from elite athletes to people trying to live healthier lives. I understand the marketing opportunities and the fiduciary responsibilities.

Competitor: 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.

Motivational Speaker: By combining 28 years of experience with large corporations, with 14 years of competing in triathlons, I help organizations focus on the most important ingredients for success in life – Concentration, Discipline and Endurance. These are the same skills that are developed training for a triathlon.

I Ask For Your Support

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 talents and experiences to help reach and impact more people.