

# **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 MID-ATLANTIC REGIONAL COUNCIL**

Please vote for up to four (4) of the following candidates:

REGION	CANDIDATE
Mid-Atlantic (includes Delaware, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia, Washington D.C. and West Virginia)	Stephen Brown (Incumbent)
	Melissa Merson
	Rob Price (Incumbent)
	L.J. White

#### **STEPHEN BROWN**

Upper Darby, PA

Mid-Atlantic Region



I look at triathlon not as a sport or even a combination of sports, but as a lifestyle. I look at it as a way to promote health, wellness, camaraderie, and community. I also see it as a powerful philanthropic platform to facilitate positive change. There is something about the heart and soul of the triathlete that transcends far beyond the sport, into the real world and reminds us that through dedication, commitment, and a common focus, all things are possible. As a triathlon coach with The Leukemia & Lymphoma Society's Team in Training program, I have seen many participants pass through the ranks over the years. I have seen dreams realized, and lives changed. My goal with each and every one of them is to plant that seed and cultivate and promote that healthy lifestyle. For me, the power and beauty of the sport lies within its humanitarian potential which extends far beyond individualism and PRs. This sport can build confidence as well as bridges. Most importantly, this sport can serve as a conduit for us to all make a greater difference.

#### **MELISSA MERSON**

Arlington, VA

Mid-Atlantic Region



International Triathlon Union Executive Board, 2008-12 USAT National Board of Directors, 2006-2008, 2009-2012 USAT Women's Commission, Chair, 1999-2000 USAT Mid-Atlantic Region, Secretary, 1997-2006 Arlington Triathlon Club, Coach, 2005-present DC Triathlon Club Member, 2006-present Triathlon Family USA, Inc., President

USAT Certified Triathlon Coach - Youth & Juniors Specialization USAT Certified Race Director USAT and ITU Certified Official

The Mid-Atlantic Region leads the nation in growth and member services. We need advocates who believe continued success will come from delivering superior benefits to attract and retain members. At ITU, I brought the first World Championship Series race in the U.S. to Washington, D.C. I organized the first USAT-MA Regional Expo. I brought the first USAT Coaching Certification Clinic to Washington, DC. On the USAT board, I steered nearly \$75,000 in USAT grants to support our region's groundbreaking youth triathlon program because we should invest in youth programs to develop future generations of triathletes.

Our region is at risk in this election. You also are being asked to approve a misguided reorganization of regional boundaries, stripping North Carolina from our region. I respectfully ask you to please vote for me and against regional reorganization. Thank you.

### **ROB PRICE**

Fairfax, VA

Mid-Atlantic Region



I am Rob Price, and I would like to be your representative on the Mid-Atlantic Regional Council. I have been active in the triathlon community for many years as both an athlete and USAT official. I am currently the Mid-Atlantic Central and North Regional Official's Coordinator, which has enabled me to meet and interact directly with numerous age-group and elite athletes, race directors, coaches, officials, sponsors, volunteers, and USAT staff and management. All of these interactions have helped me better understand the multisport lifestyle and what it takes to support and enhance the multisport experience. As your representative on the Regional Council, I would successfully represent a broad range of interests and work to:

- Encourage individual growth, a spirit of competitiveness, and the pursuit of excellence in a fair and safe atmosphere
- Increase membership and performance in the sport
- Provide guidance and motivation to athletes, race directors, coaches, officials, sponsors, volunteers, and USAT staff and management
- Recognize and celebrate the breakthroughs and achievements of our athletes, race directors, coaches, officials, and clubs

Will you support me in the upcoming election? Together, we can make our sport and the Mid-Atlantic Region the best they can be.

**L.J. WHITE**Centreville, VA

Mid-Atlantic Region



What a great sport we participate in, for all the reasons, challenges and learning opportunities we know and love. My vision of our USAT Triathlon future comes with 10+ years of experience from all points of view. I have raced as an age-group triathlete, I have served new triathletes as a USAT Coach, and I have established a non-profit triathlon company serving as a USAT Race Director. I love all the joys & challenges of our sport. In my 20+ years of marketing & promotion, I have developed business skills in program development, event management, and, volunteer/community outreach for both profit & non-profit companies. I would like the opportunity to use my positive attitude, high energy & communications skills to serve your triathlon initiatives, to serve our charities & communities, and to serve in the development of our sport. There are many great initiatives in USA Triathlon right now: youth, minority participation, collegiate athletes, official safety, & swim safety, to name a few. It is my desire to see us, as the Mid-Atlantic region, to continue to lead & grow our sport – leading the way in new initiatives. I ask kindly for your support & your vote. Thank you.