

There are many exceptional people who love this sport running for the board. Instead of listing a rote bio of my decade in speedskating, here are the policy items I want to focus on.

1. The board desperately needs a "**Chief Transparency Officer**" to communicate with USS members. In this day & age, non-communication is inexcusable. The incoming board is going to have to make some awfully tough choices, if we don't explain ourselves well; it will be twice as hard.

2. Masters Speedskaters are 38% of USS membership & have contributed a quarter million dollars of fees to the organization over the past 4 years. However, many Masters feel distant from the USS, and actually 38% is quite low compared to sports like triathlon, cycling, & XC skiing. I will do my best to energize this essential part of our speedskating family.

You can distill it to this equation; plentiful Masters skaters=healthy clubs. Healthy clubs are the bedrock of our sport.

3. I've been the rep from the USA to the governing body of International Masters Speedskating, the IMSSC, since 2007, and brought the Masters International Sprint Games to the Pettit National ice center this February; 100+ skaters from 10 nations. Internationally speaking, I've seen all sorts of models of how speedskating works (or is dysfunctional) all over the world. I could bring this is invaluable experience & perspective to the board. —

4. The USS website is pretty, but has very poor information architecture. Google can't index it, and the browser back button is disabled. I've been a tech professional for many years, my own website, **Zen & the Art of Speedskating**, had a million page views/RSS reads in 2009. My YouTube channel and quicktime video views were over 250,000. I know a thing or two about building a web

presence, and can help point USS organizationally in the right direction.

5. The recent move of USS to embrace social media is a great first step, better late to the party than never! This commitment needs to be redoubled & constantly appraised as social media evolves. I ran Chad Hedrick's award-winning website during the 2006 games. The media landscape is quite different now for the 2010 games, and will change even more by 2014. There are no "rules", just constant adaptation.

This upcoming board needs individuals who thrive in this fast paced environment of change. I do.

6. USS needs to do in depth-analysis of what comparable small sports organizations are doing, see how they support their elite athletes, and how they water the grassroots. We might win a lot of medals at the games, but that does not equal organizational wisdom, even if that is how the USOC measures USS.

_7. I've experienced this sport at the elite level & the grassroots. USS might face some epic budget problems in the near future, and both elite & the clubs need careful attention. Well-spoken, fair, open minded pragmatists are essential to surviving budgetary hurricanes. This is what I represent. _