

**USAT Mideast Region Council  
Conference Call  
Thursday, May 4th, 2017  
9:00 pm – 10:00 pm EST**

**Presiding: Michael Wendorf**

**Present:**    **Matt Allgeier**                      **Thom Figueroa**  
                   **Rob Garren**                                **Craig Thompson**  
                   **Mike Groaning**                             **Jereme Grinslade**  
                   **Paul Plummer**                               **Chris Navin**  
                   **Kristin Nemitz**

**Minutes: Michael Wendorf**

**Absent:**    **Graham Wilson**                      **Dave Kuendig**  
                   **Todd Baldi**                                   **Daphne Glover**  
                   **Dan Tun**                                       **Courtney Maddock**  
                   **Lucas O’Bryan**                             **Michelle C Harter**  
                   **Jim Weaver**

**ACTION ITEMS SUMMARY**

Task	Responsible	BY (if applicable)
Contact Michael if interested in attending the Cleveland Marathon “USAT Expo in a Box” promotion.	All	Asap
Submit youth grant recommendations to Council.	Paul Plummer	May 13 <sup>th</sup>
Confirm Mideast Reps attending Leon’s Mideast Regional Championship.	Michelle	May 15 <sup>th</sup>
Mideast Newsletter items due to Michelle.	All	May 19 <sup>th</sup>
Promote MERCERS within your local areas.	All	End of May
Contact Mike G. with speaker/topic ideas for the RD/Coach Symposium and/or interested in being involved.	All	June 30 <sup>th</sup>

**Meeting Minutes**

*Meeting Called to Order 9:02 pm EST*

*Roll Call – Michael*

Chairman’s Update- Michael

**Youth Grants**

- 20 applications were received for youth grants.
- Very encouraging to see the overall quality of the applications and the effort of our youth applicants to align their programs with our priorities both regional and national. We are seeing an rapid increase in the growth of high school triathlon teams which is consistent with national priorities. One measure of the success of the program is the number of high school age athletes continuing to participate in triathlon who had their initial experience in one of our youth sponsored events. In addition, these athletes performed very well at high school nationals last month.
- Paul Plummer agreed to take the lead in reviewing the applications which Michelle Harter organized on a spreadsheet. Michael will request a list of grants made by national for informational purposes.

- The committee will endeavor to finalize recommendations by May 13 which will then be distributed to entire council for final review. Thom and Dan will abstain from voting on their own applications.

### **Cleveland**

- Craig Thompson organized a conference call last week with the Cleveland Triathlon Club. Call went very well with three members of CTC participating.
- Michelle crafted a point point type summary of MERCERS for discussion with clubs that CTC found helpful. This summary is available to any council member or club when trying to encourage a club to participate. Expect to see CTC participate by June.
- In addition, Cleveland bid for and was awarded age group nationals in 2018 and 19 so good synergies are there to help build strong ties. It is a large club with close to 400 members.
- The Cleveland Marathon weekend is May20/21. USA Triathlon has identified this marathon for its Expo in a box promotion and asked Michael to help organize it. He will attend. If others are interested contact Michael. The booth will be available to certified coaches and race directors as well. Goal is to also document it on social media.

### **Strategic Plan**

- Expect to learn of a new national strategic plan within the next 30 days or so. This could result in changes to the regional structure. Unclear what those structural changes might be.
- Our region is more closely aligned with national priorities and effective than many. For example, RD and Coaches Symposium was approved and CEO Rob Urbach praised Michelle for her conscientiousness.
- Also our youth program is being held out as an example of the direction USAT wishes to go in expanding youth programming.
- One area where we are less successful comparatively is social media where some regions have individuals who are very active in creating that presence. This is an opportunity for improvement and for someone to really drive this presence forward. Michael will update council as appropriate regarding developments.

### **Resignation**

- We were saddened to receive Jeff Grady's resignation. We thank him for his service and wish him well.

### Marketing Update – Rob

- Discussion of what has been done recently and opportunities to grow.
- Social media focus is lower hanging fruit. Rob Garren indicated that he hopes to drive this effort forward.

### Race Director/Coaches Symposium Update – Mike G

- Mike Groaning confirmed approval of hotel and dates for December, 2017.
- At this point, the topics and presenters need to be identified.
- Contact Mike Groaning with areas, topics and/or presenters if you wish to be involved in making this year's symposium another success.

### Collegiate Nationals – Michael (Lucas)

- Nationals was a success and held in April in conjunction with high school nationals.
- Awards/plaques were awarded to participating teams and our region covered cost from general funds.
- Lucas has been a terrific commissioner but will be resigning once he has identified a replacement. We thank Lucas for his service and wish him well as he continues his studies in both material sciences and engineering as well as urban planning.

### MERCERS Update – Michael (Michelle)

- A list of teams currently rostered has been distributed.
- We expect Cleveland to join shortly. Still time for more teams. Tri Kats of Kalamazoo is back which is great to see.
- Let's follow up with local teams in your back yards, especially more of the big Chicagoland teams.

#### Admin Update – Michael (Michelle)

- Please let Michelle know if you plan to help/attend Leon's Triathlon, our Regional Championship in June. There will be an officials clinic there conducted by Kristin and we need a regional presence.
- USAT Magazine article submission for July was made by Meg Osborne who runs a youth program in Indiana. Other opportunities exist. Mideast newsletter items need to be submitted to Michelle by May 19<sup>th</sup>.
- Mideast Polos will be mailed out the week of May 8<sup>th</sup>. We need to have a consistent brand presence for our region.

#### ROC Update – Kristin

- ROC Kristin Nemitz expressed some concern about number of officials who will be qualified to work Nationals in Cleveland next year.
- Discussion centered on promoting the two clinics being held this year at Leon's and the second in Louisville as an opportunity to become an official and work AG Nationals next year as well as possibility of contacting Charlie Crawford and J. Ritterbeck with idea of hosting a Cleveland officials clinic in conjunction with AGN next year.
- Kristin to discuss with Charlie Crawford with support from Michael

Meeting Adjourned at 9:45 pm EST