

My name is Erin Faccone and I am running for a seat on the Board of Directors for the New England Bicycle Racing Association. I believe that the sport is at an inflection point with regard to participation and that the local association is critical to protecting the health of our current racing scene as well as growing participation with new members. I am a dedicated racer with over 50 race days this year alone across road, mountain, and cyclocross. I am also the current president of B2C2 Cycling, a team which represents over 30 members from beginner to elite, and a founding member of Team America, a grassroots women's elite cyclocross team associated with B2C2. Elite cyclocross racing has afforded me the opportunity to race across several regions (and countries!), absorbing subtle differences in regional scenes. Because of my experience as both an organizer and racer, I know that New England has the key ingredients needed to be a leader and champion of bike racing within the country. I also can see where we need to make improvements and am eager to facilitate positive change. At my day-job, I evaluate the operational infrastructure of investment firms to determine sustainability and suitability. The tools from this work are immediately applicable to shaping our local racing association.

My top priority as a candidate is to maintain and ultimately improve the health of racing in New England. I think the importance of non-race events, such as fondos, is unavoidable at this point. However, I don't think the growth of participatory events needs to come fully at the expense of racer days. I also have a strong interest in the health of women's road racing, where I believe there is a particularly strong need for retention in the existing racing population, as well as growth through the categories. We were all beginners once, and I would like to leverage the experience of those who have stayed in the sport to consider what we can do as a region to retain and grow membership. My racing experience in New England dates back only to 2011, yet I've seen a decline in race numbers over just that time. I've heard tales of the Gerri Moriarty "Cycling Made Real" days with sold out amateur fields, and am particularly motivated to borrow from what worked then to try to grow participation now.

I believe strongly in equality and fairness in sport. I believe all ships rise with the tide, and that access to racing opportunities for all categories will improve the health of the sport for all of us. I believe that NEBRA plays an important role in facilitating growth and I would specifically like to advance the following as a member of the NEBRA board:

- 1) **Better communicate NEBRA's role.** As a constituent in New England, I have repeatedly sought to better understand what NEBRA's functions are beyond event permitting and upgrades/downgrades. Per the NEBRA website: "*NEBRA is charged with administering the race calendar, working with clubs and professional promoters, handling upgrades and downgrades of riders, assigning, training, and recruiting officials, and any other task that involves being the face of sanctioned (USAC approved) bicycle racing in New England.*" I will work with the Board to improve communication of those 'other tasks' and the importance of NEBRA to bike racing in New England, and in turn increase buy-in from the membership population.
- 2) **Advance the NEBRA Road Racing series.** The series offers an opportunity to unite otherwise disparate local events. Adding a series leader's jersey to all categories, with timely and well-communicated standings, serves to inspire participation. The Vittoria NECX series is an excellent local example to look to for the potential success of a local series. While some elements are in place, I believe improving coverage of the series will help compel more racers to build this series into their racing calendars.
- 3) **Better fund NEBRA.** The racer-day surcharge is an important funding source for NEBRA, and the degree to which it correlates with racer participation is an important alignment of interest between the local association and the racers. That said, I'd like to see our local association achieve financial stability, expanding its ability to offer financial resources to promoters to facilitate growth opportunities such as clinics and additional junior fields. I will work with the Board to explore additional fundraising possibilities.
- 4) **NEBRA Composite team.** UCI rules permit local associations entry to UCI races that are otherwise invite-only. I will advocate for racers in the region be able to take advantage of this access route to pro-races, while being able to stay on their local teams for the remainder of the season. This preserves the health of our region by allowing elite racers to remain with their local clubs, competing with each other in New England, but unite under the NEBRA banner for UCI races.

Thank you for your consideration. I look forward to serving the full community of NEBRA and instituting positive change within the coming years.