



Photo by Helen Richardson

# *U.S. ELITE* **PRO CYCLING**



*RACE MANAGEMENT  
GUIDELINES FOR THE  
COVID-19 ERA*

Cycling Event Task Force,  
Version 1.0 July 2020

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# Executive Summary



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This document is designed to provide augmented tools and guidelines for elite pro cycling race organizers during the COVID-19 era, building upon and acknowledging the documents previously published by the **UCI** (the international federation for cycling) and **USA Cycling** (the national federation for cycling). It examines the required medical, civic, race management, athlete and team protocols during this unprecedented time, and suggests guidelines for fan engagement, sponsorship, marketing and communications.

- Cycling events interact with multiple governmental jurisdictions, each of which may have differing, overlapping or contradicting guidelines with respect to handling COVID-19 issues.
- Everyone is learning how to adapt to COVID-19; no one has all the answers yet.
- Governmental jurisdictions want organizers to come to them with a well thought-out plan for their event, rather than asking for guidelines about how to run their event.
- Now, more than ever, public transparency and regular communication about the event is critical – to all participants, stakeholders, governmental jurisdictions, media and the public.
- All events should establish the position for a high-level medical or COVID-19 Public Safety Officer – and that person should be involved in all top decision-making around the event.
- Clear power and the ability to modify or cancel aspects of the event should be invested in the Public Safety Officer and the health professionals involved in the event.
- All medical guidelines should be widely publicized, distributed to all participants and stakeholders via all available methods, and communications regarding those guidelines should be regular and redundant.
- The transparency and authenticity of the event has to be constant and well-communicated – acknowledge that improvements and changes may need to be made on a continuous basis.
- Health guidelines and requirements for the race itself may be quite different and perhaps simpler than the guidelines for all of the supporting infrastructure for the event – lodging, transportation, meals, fan engagement rules, etc.



# Medical Considerations & Guidelines



Photo by PhotoSport International

## STEP 1

### Involve State & Local Officials

Each state, county and city jurisdiction has adopted specific health guidelines based on their current situation involving COVID-19. Each jurisdiction has told event organizers that the situation is fluid and could change at any time, depending on the expansion or contraction of positive cases, or future projections. Groups involved in events include governors, mayors, county/city council members, state/county/city health officials.

## STEP 2

### Create Committee / Conduct Internal Meetings

Based on different situations within each jurisdiction, regular meetings should take place including key event staff, civic leaders and corporate partners. These meeting should be transparent and should incorporate all the key issues (as described in this document.) This group should appoint a committee chair who will coordinate reports and communications with all stakeholders on a regular, scheduled basis. Medical progress and updates should be included in weekly event agendas.

## STEP 3

### Appoint a Medical or COVID-19 Public Safety Officer

A qualified Public Safety Officer should be a key participant in the event organizing committee. This person should be a medical professional with a high degree of understanding of pro cycling. This can be a volunteer or paid position and should be a key participant in the planning and management of the event. This person shall be the medical leader on-the-ground during the event with a high degree of influence.

### KEY CHECKLIST FOR ORGANIZERS

- ☐ Adhere to ALL state and local health guidelines as established by relevant governmental jurisdictions.
- ☐ Develop a "health agreement" to be signed by all parties in the controlled group: race staff, officials, volunteers, athletes, team support staff, police, vendors, and VIPs.
- ☐ This health agreement will include regular temperature and general health checks, and will track any possible exposure to COVID-19 in the 14 days prior to the event.
- ☐ Provide bracelets to those who have signed and been approved under the agreement, which will provide approved access to event and race forums.
- ☐ Create an additional internal print and digital document – in addition to the agreement – to create awareness of all health guidelines and updates for everyone in the controlled group.
- ☐ Create signage in high-traffic areas within the event to remind everyone within the controlled group of health guidelines and updates.
- ☐ Public Safety Officer to be present at all event meetings – to update all staff meeting, noting reality vs. perceptions.

# Medical Considerations & Guidelines *(continued)*

## STEP 4

### Establish and Monitor Internal Protocols

Clear procedures and protocols (see 'Key Checklist' opposite) must be established within the controlled group – including anyone who is part of the production and management or participation within the event. This includes all staff members, race officials, state, country, city police, volunteers, athletes and team support personnel (mechanics, soigneurs, directors/managers, communications), vendors, and VIPs, hospitality guests or dignitaries that will be inside the event forum.

## STEP 5

### Establish External Protocols

Clear procedures and protocols must also be established for all those participants expected to participate in the event who are NOT part of the controlled group – the “uncontrolled group,” including the credentialed media and the much larger group of public fans and spectators.

## STEP 6

### Create a Two-Pronged Communications Plan

Once appropriate protocols have been established and approved by the full event organizing committee, communications plans should be established for both the controlled and the uncontrolled groups. These communication plans will include specific directives on guidelines and expected behavior all parties within both the controlled and uncontrolled groups, and will cover specific interactions between the two; for example, allowable media access to athletes and team members.

### UCI Recommended Steps Upon Positive Tests

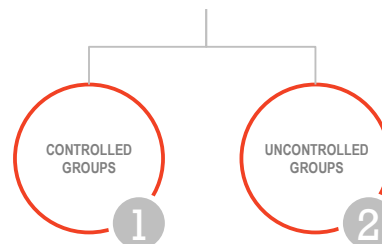
#### During Race

- If a rider tests (+) for antibodies (serological testing) they have a passport to complete the rest of the season with NO further testing needed. They are considered exposed/ recovered and immune at least for the near future. No one knows how long that is, so this assumption does carry risk.
- Otherwise the rider needs to have a (-) Sars CoV 2 PCR nasal swab 3-10 days BEFORE arriving at the actual race venue to enter the “team bubble”.

#### Pre Race

- Rider needs to have a SECOND (-) Sars CoV 2 PCR nasal swab within 72 hours of the start of the race to enter the “peloton bubble”.
- For races > 10 Stages, in competition testing will also be done, details yet TBD. “Pooled” samples will be used to reduce materials needed.
- If a rider tests (+) for Sars CoV 2, the race medical coordinator determines course of action, but obviously the rider is pulled out.

### Communications Plan



### KEY CHECKLIST FOR ORGANIZERS

- ☐ Develop parallel guidelines and protocols for the uncontrolled group: media and the public.
- ☐ Create printed and digital guides including all key protocols for both groups.
- ☐ Set up Communications Plans for media distribution, to help promote public awareness of all guidelines.
- ☐ Distribute plans to all key partners – including city, state local entities, as well as sponsors, to enhance and promote awareness of key guidelines and protocols.
- ☐ Create redundant signage for media staff in mix zones and press rooms, including specified access points and reminders on conduct, distancing and mask use.
- ☐ Create redundant signage at all event access points (start and finish line, festival and exhibition areas, VIP/hospitality zones) emphasizing social distancing and mask use.
- ☐ Develop and distribute event reference maps with logistical information of access zones and designated areas and protocols for fan engagement.

# State, City, and Local Guidelines



Photo courtesy Circuit Sports

## STEP 1

### Identify Health Officials

Seek out, identify and include all state, county, and local health officials that are part of the chain of command that are part of the hosting jurisdictions and involved in the planning, oversight and management of public events.

## STEP 2

### Place Health Officials on Event Committee

Ensure that appropriate health officials from each relevant jurisdiction are identified, and involved with event organizing committee. Ensure that all relevant health officials are active participants in all conference calls on the event's status and progress.

## STEP 3

### Connect Public Safety Officer & Health Officials

Establish key lines or communications between the event's safety officer and the appropriate state, local and city health officials, to ensure that best practices, health data, and event progress are shared to adjust operational and communications plans.

## STEP 4

### Align Protocols and Communicate Plans

Once there is full alignment and an agreed-upon Communications Plan on medical protocols, effectively communicate this plan to all governmental, public works, and police personnel involved in the event. Clearly note that since health conditions may be changing, the plan may need to be updated and recommunicated often.

### KEY CHECKLIST FOR ORGANIZERS

- ☐ Develop plan that closely aligns with priorities and directives from state, local or city officials.
- ☐ Create Mass Gathering Check List and share pro-actively with State/Local governments.
- ☐ Create an event-specific "mass gathering" check list, and proactively share with all relevant health officials.
- ☐ Follow the most updated CDC and WHO guidelines when preparing that check list, and add other appropriate guidelines as specific to the event.
- ☐ Provide event-specific plans for the public with maps including:
  - Start/finish lines and access points
  - Fan gathering areas: sprint or KOM zones
  - Festival and/or other fan engagement areas
  - Medical check areas (if needed or requested)
  - Signage references for mitigation at each area
- ☐ Institute weekly calls with state/local health officials and on-going dialogue with the event's public safety officer.

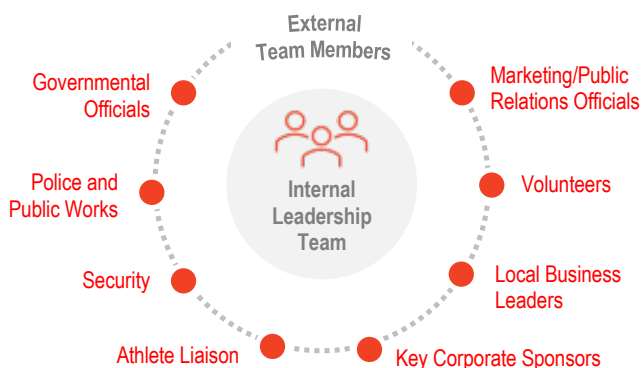


# Event Management Guidelines

## STEP 1

### Identify Internal Team

Identify and organize a comprehensive leadership team that may include personnel outside the event's organizing team – including governmental officials, police and public works, security, athlete liaison, key corporate sponsors, local business leaders, volunteers and marketing/public relations officials.



## STEP 2

### Identify Key Outdoor Areas for Mitigation

Areas under outdoor event production include: start and finish line staging areas on course, routes/course, key fan zones on course (high visibility areas like sprint lines or KOM zones for road races, or stairs or hills for cyclocross and/or mountain biking), VIP/hospitality areas, VIP cars, festival areas, sign-in stage, announcer's stage, team parking lots, police and escort vehicles including motorcycles, marshal vans and marshal areas on course, media tents/boxes and photographer boxes.

## STEP 3

### Identify Key Areas for Mitigation (indoor)

Areas under indoor event production include: bike storage areas, headquarters or official housing hotels (including bar and lobbies where socializing may occur), staff and race officials meeting areas, team meeting and eating areas. For track cycling, areas include warm-up areas, bike holding/rack area, entrance tunnels, rails and bannisters.



Photo by Cathy Fegan



Photo by PhotoSport International

# Event Management Guidelines *(continued)*

## STEP 4

### Provision of Guides to Staff

Similar plans to those established under the medical protocols and distributed as part of the communication plans to governmental and health officials, will also be provided to all staff, race officials, athlete/team, media and the public guides. Once protocols are defined and internal agreements are signed by the controlled group, guides will be provided to outline behavior promoting social distancing, masks (if applicable and mandated by health officials) and proper sanitization.

## STEP 5

### Promoting Social Distancing/Masks

Depending on local health guidelines, social distancing measures may be required, which will affect on-course spectating. Included may be mandate or strong suggestion for spectators to wear masks. Volunteers and public works participants should attempt to enforce these guidelines as best as possible.



## STEP 6

### Sanitization

Depending on UCI, local health guidelines, key areas for sanitization will be provided. These areas (outlined in maps and guides) should include masks, hand sanitizer stations, optional hand-washing areas. Each area should be accompanied by educational signage, re-emphasized on digital event platforms, and may be included in event digital apps, if available.



### KEY CHECKLIST FOR ORGANIZERS

- ☐ Create medical agreements for all credentialed personnel working the race, event guests, vendors, and police serving the race.
- ☐ Create and widely distribute educational materials, including maps of controlled zones for the media and public. There should also be redundant signage and way-finders on-site.
- ☐ Create a central medical station that will serve as public information center, and ensure that it is aligned with regional hospital or non-profit healthcare organizations to promote public safety provide medical and health education.
- ☐ Create and budget for proper sanitization measures as required by local healthcare by guidelines.
- ☐ Other key references which should be consulted:
  - USA Cycling Resource Guides & Risk Assessment Tools:  
<https://usacycling.org/event-organizer/covid-19-event-resources>
  - USA Cycling Event Guidelines at:  
<https://usacycling.org/event-organizer/covid-19-event-resources>





# Athlete & Team Guidelines

## KEY CHECKLIST FOR ORGANIZERS

- ☐ Establish precise medical protocols for athletes and team support personnel based on the current situation regarding travel and local health conditions.
- ☐ All athletes and team personnel to sign medical agreement, which specifies terms of medical clearance based on quarantine or medical testing.
- ☐ Depending on local health conditions, encourage wearing masks off the bike, and ensure that all team personnel have access to sufficient hand sanitizer.
- ☐ Outdoor areas required to establish strict protocols:
  - Bike prep areas (including all corrals)
  - Team vehicle areas or athlete warm-up areas
  - Start/Finish areas, on course
  - Media interview or 'mix zone'
  - Festival/vendor exhibit area
- ☐ Indoor areas required to establish strict protocols:
  - Transportation vehicles
  - Hotel lobbies / elevators / meeting rooms
  - Press conferences
  - Anti-doping testing areas



Photo by PhotoSport International



Photo courtesy RPM Events

## STEP 1

### Establish Participation Protocols

With key health officials and the event's Public Safety Officer, establish participation protocols for athletes and their team support personnel, including directors, managers and all staff. This may include associate sponsors or individuals supporting the participating teams or athletes.

## STEP 2

### Quarantine and/or Testing

If mandated by health officials and the Public Safety Officer, each athlete and team as well as support personnel must quarantine at least 14 days (individually or as a team unit) before arriving at the race. If not quarantined, each individual must pass three requirements: COVID-19 testing, temperature check (daily during duration of stay) and explain where they have been and who they've been exposed to during the two weeks before event.

## STEP 3

### Medical Agreements

Have team support personnel, associate sponsors/individuals and athletes sign medical agreements before participation. Everyone signing agreement will receive participation bracelet for clearance and access to the event. Any participating individual can be tested at any time if they display any signs of COVID-19.

## STEP 4

### Mitigate Outdoor Risks

Event organizers should take pre-cautionary measures to mitigate areas of exposure by and for the athlete and team support personnel in the outdoor preparation and race areas. It should include any areas that may allow limited fan engagement. (These mitigation areas should include all the areas specified in the Key Checklist, at right.)

## STEP 5

### Mitigate Indoor Risks

Event organizers should take pre-cautionary measures to mitigate areas of exposure by and for the athlete and team support personnel in the indoor preparation (in the case of track cycling), race areas and any other areas athletes will be exposed including welcome areas at airports, ground transportation vehicles, hotels, eating areas (team and athlete) and meeting areas.

## STEP 6

### Restrict Athlete Exposure

Using measures from the established medical protocols, all areas of high traffic and potential exposure should employ social distancing, mask use and continuous sanitization efforts to lower potential exposure rates. Masks, sanitizers and other protective measures for athletes and support personnel should be easily accessible and available.

## STEP 7

### Provide Reference Guides

Detailed guides should be provided to all athletes and team support personnel.

# Fan Engagement Guidelines

## STEP 1

### Establish Public Gathering Protocols

With key health officials and event's Public Safety Officer, establish strict health maintenance protocols around critical areas where fans may be congregating, or where teams/athletes, fans and VIP/guests may be mingling.

## STEP 2

### Create "Safe Zones"

Identifying key areas for spectating, based on the site and course maps and share this with health officials. Critical areas, such as start / finish lines, fan zones and festivals or participatory ancillary events need to be identified and marked with the allowable amount of people (for example, 10, 50 or 100) as prescribed by local health officials and the Public Safety Officer.

## STEP 3

### Communicate Protocols Clearly

All medical protocols around safe zones should be outlined in the various event guidelines and reinforced with on-site signage within each zone, and emphasized on website, digital public relations material, and social media.

## STEP 4

### Enforce Fan Behavior Guidelines

Volunteers, marshals, the police and other event management should strive to enforce these fan engagement guidelines as effectively as possible.



Photo courtesy RPM Events

## KEY CHECKLIST FOR ORGANIZERS

- ☐ Establish fan engagement guidelines with local health officials and the Public Safety Officer based on the current local medical situation.
- ☐ Publish specific written guidelines for fans, including site maps.
- ☐ Publish specific guidelines using maps for "safe zones."
- ☐ Establish spectator travel guidelines with local health officials and Public Safety Officer, and post pre-event on official website and distribute and connect on social media (as widely as possible with partners).
- ☐ Guidelines to be outlined clearly on signage on site, including:
  - Social distancing (4 to 6 feet apart)
  - Promote wearing masks
  - Personal sanitization and hygiene
- ☐ Set up COVID-19 depot at each "Safe Zone" and include:
  - CDC/WHO information on COVID-19 at sporting events
  - Free or sponsored masks
  - Free or sponsored hand sanitizer
- ☐ Establish "boundaries" around athlete areas of more than 6 feet, for team buses or athlete corral areas, mix zones, and awards stage.
- ☐ Use public address systems to regularly emphasize protocols



Photo by PhotoSport International

# Sponsorship Guidelines



Photo by PhotoSport International



Photo by Darrell Parks

## STEP 1

### Assemble Event Protocols

In preparation for communication with key corporate partners, research or talk to each sponsor on what that company is currently doing, especially within their sports properties. Have an open dialogue to your event's situation.

## STEP 2

### Communicate Protocols to Sponsors

Once guidelines and path for protocols have been established, set up a consistent direct line of communication with sponsors and other key partners. Communication should be transparent with details on the steps event organizers, in consultation with local health officials and Public Safety Officer, are taking to mitigate issues. (Through this process, don't be afraid to engage third parties from public relations to health experts to best communicate with corporate partners, aiding in their confidence the event is organized and prepared to either continue or cancel event if necessary.)

## STEP 3

### Join Forces

Event organizers should be encouraged to join forces with their corporate sponsors, along with their civic partners and participating teams/athletes, to best communicate established protocols and safety measures around the event.

### KEY CHECKLIST FOR ORGANIZERS

- ☐ Establish communication with all corporate partners, emphasizing the "whos, whats, wheres and hows."
- ☐ Communicate transparently all updates from health officials and event's Public Safety Officer.
- ☐ Share established protocols with corporate sponsors, emphasizing the plans for:
  - start/finish line zone
  - on-course/route
  - fan zones
  - fan engagement protocols
  - athlete/team corrals
  - VIP hospitality areas
  - on-course hospitality (if applicable)
  - festival and vendor areas
  - headquarters hotels
  - ground transportation or shuttles
- ☐ Communicate updates often and consistently make sponsors part of "the team."
- ☐ Look for opportunities to "upsell" sponsor opportunities that will support health and wellness and public safety.



# Marketing Guidelines

## STEP 1

### Re-establish Marketing Plans

Noting the new protocols that need to be communicated, and everything from the field-of-play to fan engagement needs to be re-imagined, brainstorm internally on new ways to present the event while keeping all safety measures in place through protocols agreed by with state/local health officials.

## STEP 2

### Think Out of the Box

Taking time to re-imagine is important for the event and for sponsors and civic partners. With corporate sponsors and civic partners, seek out opportunities that promote better health and wellness, affective branding, and public image 'lift'.

## STEP 3

### Create a Safe Campaign

Most importantly is creating a "safe" marketing campaign, clearly communicating the safety measures and protocols the event is undertaking, integrating them into the overall campaign for the event.

## STEP 4

### Post-Event Reporting

After the event, it will be critical to the overall process to chronicle and provide a thorough report on all marketing and public relations material produced that played a role in safely securing the event for all key stakeholders, including the public.

## KEY CHECKLIST FOR ORGANIZERS

- ☐ Re-establish the event's marketing plan to include:
  - Event website as "definitive event protocols/plan"
  - Public safety measures (extension of PR plan)
  - Campaign specific to event's health protocols
  - Maps and illustrations of "safe zones"
  - Maps and illustrations on key health measures
  - Integration of "new ideas" that mitigate public health risks, including virtual event (if event cancels)
  - Include fan engagement events that are subjected to
  - social distancing
  - Include fan engagement that would include full sanitization of objects that may be share as part of an
  - interactive exhibit
  - Illustrate public safety measure with social distancing, table distancing, limit of people in close proximity and separation of food in hospitality areas (box lunches, canned drinks)
- ☐ Create a post-event report specific to all marketing and public relations done for the event.



Photo by Cathy Fegan

# Communication Guidelines

## STEP 1

### Establish Two Communication Plans

Establish an internal communications plan for teams, staff and key stakeholders involved in the event, and an external plan for the media and general public.

## STEP 2

### Create Protocol Guides

In conjunction with local health officials and the Public Safety Officer, create a guide specific to areas outlined herein for internal participants, and a second guide for the media and general public and spectators.

## STEP 3

### Appoint Safety Officer as Spokesperson

The Public Safety Officer will maintain regular media and public availability and will make regular statements to the public regarding the current medical situation and any changes or updates to previously announced guidelines and expectations.

## STEP 4

### Enhance Distribution

All communications will be distributed to all key stakeholders, including civic and corporate partners, staff, police, teams, local businesses near start/finish area, on-course businesses, media partners, cycling advocacy groups and bike shops, and other participants as appropriate.

### KEY CHECKLIST FOR ORGANIZERS

- ☐ Communicate consistent guidelines and protocols with scientific-based evidence and information.
- ☐ Use anointed event Public Safety Officer as a key spokesperson.
- ☐ Use governmental health officials as spokespeople.
- ☐
  - Re-establish the event's communications plan to include:
  - Event website as 'definitive event protocols/plan'
  - Public safety measures (extension of marketing plan)
  - Support campaign specific to event's health protocols
  - Support 'new ideas' that mitigate public health risks, including virtual event (if event cancels)
  - Publicize fan engagement events that are subjected to
  - social distancing to encourage participation
  - Publicize public safety measure with social distancing, table distancing, limit of people in close proximity and separation of food in hospitality areas (ie box lunches, canned drinks)
- ☐ Communicate and join forces with key partners to publicize all protocols and guides.
- ☐ Publicize post-event report.



Photo courtesy KOM Sports

# *Ancillary Event*

## **Guidelines**



Photos courtesy KOM Sports



- In this era of uncertainty, many events and promoters are being challenged to re-invent or re-imagine themselves. Organizers should embrace change as an opportunity to grow new audiences and skill sets.
- Such examples include virtual race platforms such as Zwift, Strava, and virtual fund-raising/participation apps. These examples of virtual and worldwide connection can increase the visibility and growth of your brand, reach and impressions.
- Organizing committees should challenge themselves to re-create traditional platforms such as festivals, exhibits or trade shows as virtual events. New technologies, like Zoom, should be exploited to include sponsor or VIP events or press conferences, etc.
- Any such live or digital ancillary or supporting events shall be bound to  
  
the same guidelines and standards which the event has promulgated for its other controlled and uncontrolled groups.
- The event organizing committee should ensure that the same guidelines, training and communication documents are provided to all of these ancillary and supporting events.
- Each separate ancillary activity should designate one specific individual to maintain contact and receive guidance from the main event's Public Safety Officer.



# *Additional* **References**

## REFERENCE GUIDE

### World Health Organization Guidelines for Sport

<https://apps.who.int/iris/bitstream/handle/10665/331764/WHO-2019-nCoV-Mass-Gatherings-Sports-2020.1-eng.pdf>

### World Health Organization Guidelines for Mass Gatherings

<https://www.who.int/publications/item/key-planning-recommendations-for-mass-gatherings-in-the-context-of-the-current-covid-19-outbreak>

### CDC Events & Gatherings Considerations

<https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/considerations-for-events-gatherings.html>

### CDC: Navigating Covid-19

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

### CDC's Guide to Preventing Sickness

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/index.html>

### UCI Road Racing Guidelines

<https://www.uci.org/docs/default-source/medical/re-opening-of-the-season---procedures-to-be-followed.docx>

### USA Cycling Resource Guides and Risk Assessment Tools

<https://usacycling.org/event-organizer/covid-19-event-resources>

### USA Cycling Event Guidelines

[https://s3.amazonaws.com/craft-prod-assets/documents/COVID-19-Event-Resources/USAC\\_Return\\_to\\_Riding\\_and\\_Racing\\_5\\_17\\_20.pdf](https://s3.amazonaws.com/craft-prod-assets/documents/COVID-19-Event-Resources/USAC_Return_to_Riding_and_Racing_5_17_20.pdf)

### CDC Cleaning and Disinfecting

<https://www.cdc.gov/coronavirus/2019-ncov/community/clean-disinfect/index.html>

### CDC Guidelines for Traveling

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>

### Human Behavior and COVID-19

<https://www.nature.com/articles/s41562-020-0884-z>



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# Task Force

## Members

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**CHRIS HORNER** (Bend, Ore.) is one of the most decorated of American pro cyclists. The only American to ever win the Vuelta a Espana, Horner has finished in the top 20 of the Tour de France four times. Horner's career spread over three decades, and he has the second most wins of any American. In 2019, he became a cycling commentator for NBC Sports. Email: [hornerakg@aol.com](mailto:hornerakg@aol.com)

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