

# 2022 USA TRIATHLON ANNUAL REPORT



**USA**  
**TRIATHLON**



# MESSAGE FROM VICTORIA BRUMFIELD



Thank you for another year of chasing finish lines with USA Triathlon. As the world continued to recover from the pandemic throughout 2022, our triathlon community was able to reunite and work together to reinvigorate the deep passion and love we share for our sport.

Together, we were able to cultivate unique and new opportunities, navigate unprecedented challenges and create paths to foster the continued growth of our sport and community. As we look towards our future, it remains my privilege to lead an organization centered on being in service of the U.S. Multisport community and finding new ways to unlock the transformative power within each of us through our participation. I wholeheartedly believe that the best is yet to come, and I can't wait to meet you at our next start line!

Thank you,

A handwritten signature in black ink that reads "Victoria Brumfield". The signature is fluid and cursive.

Victoria Brumfield  
CEO  
USA Triathlon





# VISION

To grow, inspire and support the triathlon/multisport community

# MISSION

To provide resources that empower members of the triathlon/multisport community to reach their full potential



USA Triathlon's Elevate 2028 Strategic Plan is designed to guide the organization's priorities, decision-making and culture through the next two Olympic and Paralympic Quadrennials. With the Olympic and Paralympic Games Los Angeles 2028 on the horizon, this robust collection of guiding principles, goals and strategies enables USA Triathlon to grow participation, provide unmatched support to the multisport community, and reach vast new audiences.

## GUIDING PRINCIPLES

Our guiding principles are embedded in the DNA of our organization, shape our culture, and serve as a lens through which we view all of our work.

### EXCELLENCE

We embody the aspirational ideals set by our Olympic and Paralympic athletes, reaching the highest levels of performance in everything we do.

### SERVICE

We operate in a spirit of service and giving back, enabling the triathlon/multisport community to attain its goals and thrive.

### DIVERSITY, EQUITY, INCLUSION & ACCESS

We aspire to make our sport reflective of the country we represent, and value and embrace diverse backgrounds, experiences and perspectives.

### COLLABORATION

We maximize reach and available resources through strategic partnerships.

## KEY AREAS OF FOCUS

**Serve and Engage Our Community:** Provide exceptional service, resources and value to our constituent groups – including Race Directors and Event Production Companies, Coaches, Officials, Clubs, Volunteers, Athletes and Fans, and any other individuals or organizations that support the triathlon/multisport community.

**Grow the Sport:** Increase participation and engagement by expanding and simplifying pathways for new athletes to enter the sport and develop and maximize their triathlon/multisport potential while empowering and providing meaningful value and support for USA Triathlon members.

**Elevate the Brand and the Sport:** Inspire athletes of all ages to become participants, fans and lifelong members of our community by sharing and celebrating the virtues of the sport, the mission of USA Triathlon, and the personal, unique and shared qualities of our members.

**Embody Sport Leadership:** Demonstrate global excellence in athlete support, sport performance and business operations.

**Ensure Financial Strength:** Diversify and increase revenue streams to fund our strategic priorities.

# USA TRIATHLON BOARD OF DIRECTORS

USA Triathlon is governed by the Board of Directors, which has general charge of the business affairs and activities of the organization and defines the policies to be followed in carrying out the purposes of the organization as set down in the bylaws.

Athlete Director Joel Rosinbum – Chair	General Director Keri Serota
Independent Director Henry Brandon – Vice Chair	General Director Col. Yvonne Spencer
General Director Chuck Graziano – Secretary	Independent Director Felix Stellmaszek
Athlete Director Ben Collins – Treasurer	Independent Director Scott Sternberg
General Director Gabriela Gallegos	Athlete Director Erin Storie
Athlete Director William Huffman	Ex Officio Allysa Seely
Independent Director Monica Paul	Ex Officio Jacqueline McCook

# GLOBAL LEADERSHIP

The United States has 10 members serving in roles across World Triathlon Executive Board, Committees, Commissions and Tribunal — the most of any nation. The United States also leads all nations with six committee members and seven females in leadership positions.

<b>Committees</b>	<b>Executive Board</b>
Athletes Committee Allysa Seely – Vice Chair	Board Member Gabriela Gallegos
Audit, Risk and Integrity Committee Victoria Brumfield	Athlete Representative Allysa Seely
Legal and Constitution Committee Gale Bernhardt - Deputy Chair	
Medical and Anti-Doping Committee Dr. Doug Hiller – Deputy Chair	<b>Commissions</b>
Multisport Committee Tim Yount	Environmental Sustainability Commission Kristina Mena
Paratriathlon Committee Christine Palmquist	Equity, Diversity and Inclusion Commission Megan Ritch
<b>Tribunal</b>	
General Director Judge Jones	

# BRINGING PEOPLE TOGETHER & CREATING COMMUNITY



# THE USA TRIATHLON DIFFERENCE

USA Triathlon invests its membership dues – whether from annual members or one-day members – back into making the sport more accessible and safer for athletes, and in supporting the multisport community through education, resources and best practices for race directors, coaches, officials, athletes and clubs. This investment also ensures a consistent experience for all and maintains credibility and quality standards throughout our sport.



## SIGNS OF GROWTH AND CONTINUED RECOVERY

Youth memberships grew **30%** compared to 2021

Collegiate (**110**), high school (**32**) and youth & junior (**75**) clubs all eclipsed 2018-2019 totals

New clubs increased by **45%** versus previous years

**33%** growth in 18-23-year-old members with **70%** being first time members

**57%** growth in multi-year memberships



## COACH SPOTLIGHT

*"Why is it important to be a USA Triathlon Certified Coach? It's important for us to be part of a broader community that is tied to our national governing body that supports our Olympic and Paralympic athletes and also supports the health of all athletes, from the elite to the age groupers. This is where that happens. We're networking, we're creating community, and we're creating a space for all of us to learn from each other."* – Maria Simone, Founder of No Limits Endurance Coaching and a USA Triathlon Level II Certified Coach



## CLUB SPOTLIGHT

*"Everyone is a beginner — no matter where they come from, we are all learning the sport together. The local tri and cycling clubs are making people in general feel more comfortable getting started which is the key to our sport becoming more diverse. There are specific organizations that are working in diverse communities that are providing safety clinics and teaching people to be prepared to get out and move."* – Col. Yvonne Spencer, a 28-year United States Air Force officer and leader of USA Triathlon Official Club Fast Chix.

# ★★★★ OUR COMMUNITY ★★★★★



## RACE DIRECTOR SPOTLIGHT

*"The biggest takeaway is that this sport is about much more than just getting faster. It is a lifestyle and teaches kids skills that truly change the course of their lives. I have watched my athletes over the years adopt these skills and go on to do amazing things in life with these skills. So, I always try to keep this bigger picture in mind when coaching."* – Michael Harlow, Founder and Director of Endorphin Fitness and Live Red Foundation, and USA Triathlon Level II Certified Coach



## OFFICIAL SPOTLIGHT

*"I think it's important to have fun. I'm all about customer service and such, but I think how you get that message across is important. I'm rarely ever serious, I think it's incredibly intimidating. I feel that if I bring the intimidating level way down and add some fun and laughter, it's easier to be more relatable to the athlete and they can still walk away with a great experience,"* – Linda Fox, USA Triathlon Cat 4 Official





## **2023 NATIONAL CHAMPIONSHIPS**

**Winter Triathlon National Championships** - Anchorage, Alaska - Jan. 22

**Collegiate Club National Championships** - Lake Lanier, Georgia - April 1-2

**Multisport National Championships Festival** - Irving, Texas - April 28-May 1

**Gravel and Off-Road Triathlon National Championships** - Fayetteville, Ark. - June 3-4

**Military and First Responders National Championships** - Hammond, Ind. - June 5

**Toyota USA Paratriathlon National Championships** - Long Beach, Calif. - July 17

**Zone3 Youth and Junior Nationals** - West Chester, Ohio - July 30-31

**Toyota Age Group National Championships** - Milwaukee, Wis. - Aug. 6-7

**Ultra-Distance National Championships** - Grand Rapids, Mich. - Aug. 14

**Club National Championships** - Irving, Texas - Sept. 17-18

**Long Course National Championships** - Stony Point, N.Y. - Sept. 24-25

**Women's Collegiate Triathlon National Championships** - Tempe, Ariz. - Nov. 12

# NOT YOUR TRADITIONAL SWIM-BIKE-RUN!

run-bike-run | run-swim-run | swim-bike | triathlon mixed relay | super sprint triathlon time trial

More than 2,400 athletes ages 18 to 86 from 45 states and Washington D.C. descended on Irving, Texas for the inaugural USA Triathlon Multisport National Championships Festival April 28-May 1.

8 unique races and formats | 6 national championships | 4 days

## AGE-GROUP MIXED RELAY GETS ITS MOMENT TO SHINE

260 athletes | 65 teams | 12 national champions

FIFTY+ Multisport Masters - athletes who participated in five or more races in Irving

*"It was just way cool. In all my years of triathlon, this was the most fun I've ever had."* - Lance Fargo (Ocean View, Del., Clydesdale)



# THE FASTEST SHORT-COURSE ATHLETES IN THE COUNTRY

6,000+ athletes | 50 states and Washington D.C. | 3 races | 2 national championships



The 2022 Toyota Age Group National Championships were held August 6-7 in Milwaukee, Wis., as more than 6,000 athletes from all over the country proved themselves against the best of the best in Olympic and sprint-distance events.

## CLYDESDALE & ATHENA NATIONAL CHAMPIONSHIPS RETURNS TO AGE GROUP NATIONALS

The Clydesdale and Athena National Championships were brought back to Age Group Nationals after being a standalone event for the previous six years.

## EVERYONE HAS A RIGHT TO PARTICIPATE IN SPORT IN A MANNER THAT IS MOST COMFORTABLE FOR THEM

A non-binary category was added to Age Group National Championships and will remain an option for the event moving forward.



**ZONE3**  
**USA TRIATHLON**  
**YOUTH & JUNIOR NATIONALS**  
 2022

**THE FUTURE IS FUN, INCLUSIVE AND FAST**



2022 Zone3 Youth and Junior Nationals was held July 30-31 and hosted in West Chester, Ohio for the 10th consecutive year as youth triathletes ages 7-19 of all experience levels participated in this iconic event.

**INCREASING OPPORTUNITIES AND ACCESS**

“At USA Triathlon, we are committed to building a future for the sport that all people can see themselves being a part of. By adding an intellectual impairment category at Zone3 Youth & Junior Nationals, all athletes can see the sport truly is accessible and fun for everyone. Thank you to USA Triathlon Certified Coaches Christine Palmquist and Hector Torres for approaching us and helping us develop this great idea.”

- Victoria Brumfield USA Triathlon CEO



# LEAVING A LEGACY AHEAD OF LA 2028

Amateurs | Olympians | Paralympians | Elite Development | Youth



The third annual Toyota Legacy Triathlon was held on July 16 in Long Beach, Calif., Triathletes, from beginners to Olympians, raced at Alamitos Beach, the proposed site of the triathlon competitions for the Olympic and Paralympic Games Los Angeles 2028.

## CHANGING LIVES THROUGH MULTISPORT

The South Bay Squad hosted a One With the Ocean Play in the Waves event on July 16, providing providing children from an underserved LA community the opportunity to swim in the ocean for the first time and run through the finish line of the Toyota Legacy Triathlon. The event was funded by the USA Triathlon Foundation.

The USA Triathlon Foundation and Ready, Set, Gold! hosted a youth event on July 15, at the Zwiift Corporate Headquarters in Long Beach. Children aged 13-16 got up-close look at the intersection of technology, gaming and sport.





## STATE CHAMPIONSHIPS

AGE GROUP ★ HIGH SCHOOL ★ CLUB

<b>AL</b> Mountain Lakes Triathlon July 8 - Guntersville, AL	<b>ME</b> Sebago Lake Triathlon June 25 - Standish, Maine	<b>OH</b> Queen City Triathlon at Caesar State Park (Club) July 16 - Cincinnati, Ohio
<b>AK</b> TBA TBA - TBA	<b>MD</b> Rock Hall Triathlons June 3 - Rock Hall, Md.	<b>OK</b> Territorial Olympic/Sprint Triathlon July 22 - Guthrie, Okla.
<b>AZ</b> Cactus Man Triathlon April 8 - Tempe, Ariz.	<b>MA</b> Hyannis 1 Triathlon June 10 - Centerville, Mass.	<b>OR</b> Best in the West Triathlon Festival Sept. 9 - Sweet Home, Ore.
<b>AR</b> Walmart Ozark Valley Triathlon June 4 - Fayetteville, Ark.	<b>MI</b> Ann Arbor Tri July 15 - Pinckney, Mich.	<b>PA</b> Poconos Triathlon June 10 - Hawley, Pa.
<b>CA</b> Orange County Triathlon April 30 - Mission Viejo, Calif.	<b>MN</b> Maple Grove Triathlon Aug. 25 - Maple Grove, Minn.	<b>RI</b> Newport Triathlon Sept. 12 - Newport, R.I.
<b>CO</b> Tri Boulder July 22 - Boulder, Colo.	<b>MS</b> Southern Firecracker Triathlon June 17 - Grenada, Miss.	<b>SC</b> Clemson Triathlon June 24 - Clemson, S.C.
<b>CT</b> Pat Griskus Olympic Triathlon June 17 - Middlebury, Conn.	<b>MO</b> St. Louis Triathlon May 21 - St. Louis, Mo.	<b>SD</b> Wildlife Loop Triathlon Sept. 9 - Custer, S.D.
<b>DE</b> Lum's Pond Triathlon Aug. 6 - Bear, Del.	<b>MT</b> Bozeman Triathlon June 18 - Bozeman, Mont.	<b>TN</b> Eddie Ferrell Music City Triathlon June 4 - Nashville, Tenn.
<b>FL</b> 305 Triathlon May 21 - Miami, Fl.	<b>NE</b> Omaha Triathlon July 16 - Omaha, Neb.	<b>TX</b> Disco Triathlon & Duathlon Sept. 17 - Valley View, Texas
<b>GA</b> Tugaloo Triathlon Sept. 16 - Lavonia, Ga.	<b>NV</b> Las Vegas Triathlon Sept. 30 - Boulder City, Nev.	<b>UT</b> Kokopelli Triathlon Sept. 16 - Hurricane, Utah
<b>HI</b> TBA TBA - TBA	<b>NH</b> Live Free & Tri Aug. 26 - Freedom, N.H.	<b>VT</b> Vermont Sun Triathlon June 18 - Salisbury, Vt.
<b>ID</b> Treasure Valley Triathlon June 18 - Boise, Idaho	<b>NJ</b> New Jersey State Triathlon July 15 - West Windsor, N.J.	<b>VA</b> REV3 Williamsburg July 8 - Williamsburg, Va.
<b>IL</b> Tri-Shark Classic Triathlon and Duathlon June 3 - Hudson, Ill.	<b>NM</b> City of Lakes Triathlon June 10 - Santa Rosa, N.M.	<b>WA</b> Lake Whatcom Triathlon July 8 - Bellingham, Wash.
<b>IN</b> Leon's Triathlon June 4 - Hammond, Ind.	<b>NY</b> Rochester Triathlon Aug. 26 - Rochester, N.Y.	<b>WV</b> Richwood's Scenic Mountain Triathlon July 9 - Richwood, W.V.
<b>IA</b> Tri Clear Lake May 27 - Clear Lake, Iowa	<b>NC</b> White Lake Fall International & Sprint Sept. 9 - White Lake, N.C.	<b>WI</b> Pleasant Prairie Triathlon June 25 - Pleasant Prairie, Wis.
<b>KS</b> Shawnee Mission Triathlon & Duathlon July 9 - Shawnee, Kan.	<b>ND</b> BISMAN Triathlon June 17 - Bismark, N.D.	<b>WY</b> TBA TBA - TBA
<b>KY</b> Tri Louisville July 23 - Louisville, Ky.	<b>OH</b> Deer Creek Triathlon and Duathlon (Age Group & High School) June 4 - Mt. Sterling, Ohio	
<b>LA</b> Louisiana Triathlon May 6 - New Roads, La.		

# LOCAL RACES IN OUR COMMUNITIES EXEMPLIFY THE SPIRIT & FUN OF OUR SPORT

State Championships, with no qualification required, give athletes around the country the opportunity to race for state titles, earn event All-American Honors and qualify for the Toyota USA Triathlon Age Group National Championships. Many State Championships include a tri-club competition as well as Youth Splash and Dash events to engage their respective multisport communities and continue to grow our sport.

VISIT: [usatriathlon.org/nationalchampionships](https://usatriathlon.org/nationalchampionships)  
for the most up-to-date information, including dates and locations of other events.



## FUN, ACCESSIBLE & GROWING!

4,300+ kids impacted | 50+ events | 18 states | Virtual events

The Splash & Dash Youth Series, launched in 2012, introduces youth athletes between the ages of 7 and 15 to the multisport lifestyle through swim-run events and a focus on participation and fun, rather than competition.

## MULTISPORT GOES GRAVEL

9 races | 6 states | 5 months

The inaugural 2022 USA Triathlon Gravel Triathlon Series offered endurance sports enthusiasts a new way to experience swim, bike, run multisport racing at gravel events in each region of the United States.

*"Gravel cycling is growing incredibly fast and the multisport community is positioned to take advantage of this trend by providing athletes with new and unique race formats and disciplines like gravel triathlon." - Victoria Brumfield, USA Triathlon CEO*



PRESENTED BY



## RACING IN THE FRONT RANGE

The USA Triathlon Pikes Peak Swim Run Series Presented by Select Physical Therapy took place from April through September and included a series of youth Splash & Dash races in Colorado Springs and an adult aquathlon June 25 at Memorial Park in Colorado Springs. Each event was part of the Rocky Mountain State Games, hosted by the Colorado Springs Sports Corp.



# EMPOWERING MEMBERS OF THE TRIATHLON COMMUNITY







# COMPETING ON THE GLOBAL STAGE

48 U.S. World Champions | 150 podiums | 824 athletes

## World Championships

2022 World Triathlon Winter Championships  
Andorra – 5 athletes; 2 podiums

2022 World Triathlon Powerman Middle Distance  
Duathlon Championships Viborg – 14 athletes; 2  
podium

2022 World Triathlon Multisport Championships  
Targu Mures – 130 athletes; 3 world champions; 7  
podiums

2022 World Triathlon Sprint & Relay  
Championships Montreal – 274 athletes; 13 world  
champions; 39 podiums

2022 World Triathlon Multisport Championships  
Samorin – 154 athletes; 16 world champions; 38  
podiums

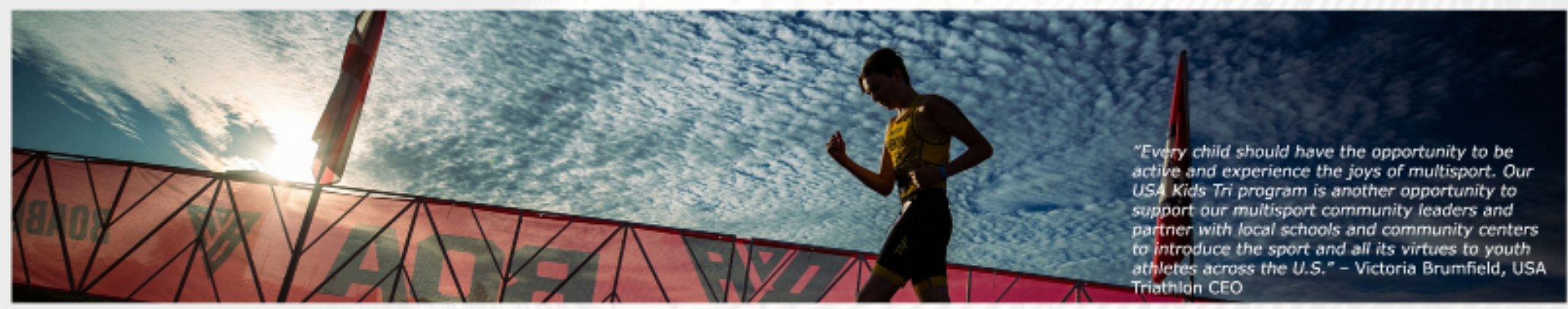
2022 World Triathlon Powerman Long Distance  
Duathlon Championships Zofingen – 13 athletes; 5  
podiums

2022 World Triathlon Age-Group Championships  
Abu Dhabi – 234 athletes; 16 world champions; 57  
podiums



*"The Team USA experience is more than just a chance to represent the red, white and blue. It's a lifelong community." – Tim Yount, Chief of Sport Development*

# A SUSTAINABLE & SCALABLE APPROACH TO GROWING YOUTH MULTISPORT



*"Every child should have the opportunity to be active and experience the joys of multisport. Our USA Kids Tri program is another opportunity to support our multisport community leaders and partner with local schools and community centers to introduce the sport and all its virtues to youth athletes across the U.S." – Victoria Brumfield, USA Triathlon CEO*

USA Kids Tri is a financial commitment to supporting grassroots programming and growing youth triathlon and multisport by introducing the sport and its lifelong health benefits to a wide range of kids in schools and communities in select markets across the United States. Supported by the USA Triathlon Foundation, USA Kids Tri is the next step in the organization’s continued efforts to work alongside local events, race directors, coaches and clubs across the country that are increasing triathlon and multisport opportunities and access for current and prospective youth athletes.

USA Kids Tri is comprised of four core elements: Introduce multisport in an established setting and format, elevate community connections to provide best-in-class resources, bolster existing race formats with proven records of success, and enable kids from low-to-moderate income households to engage with the sport in a way that works for them and their families.

All USA Kids Tri programs will include educational resources, structured time for kids to connect with youth-centric coaches and clubs for free after-school programs or other practice opportunities, and the chance to compete at a local youth race where all participating kids will receive a free USA Triathlon Youth Annual Membership.

## POWER OF PHILANTHROPY EMBODIED IN PENNSYLVANIA & NEW JERSEY



The Pennsylvania/New Jersey program was made possible through donations from the Leff Family Foundation and Dottie and John Cassimatis. Their collective philanthropy will provide three years of support for coaches, school outreach, training programs and transportation to races, as well as offset entry fees.



# USA TRIATHLON YOUTH INITIATIVES

21,000+ Youth Members



## 2022 Return to Racing Youth Stimulus Package

USA Triathlon invested more than \$100,000 through its Return to Racing Youth Stimulus Package in the form of free youth event and clinic sanctioning, free registration for youth clubs and youth memberships, and advertising and promotional opportunities.

## Super TriKids

USA Triathlon unveiled the first of its Super TriKids, a group of characters designed to teach kids the value of building healthy habits, following their dreams, having fun, and supporting each other, among other life skills. The Super TriKids will play a prominent role in digital and print communications with youth athletes and be a part of youth events in 2023.



Spark ignites his friends and teammates to follow their dreams. Glowing with the confidence that no goal is too big or too small, he was born without part of his left leg but is defined by his capabilities rather than his limitations. Swimming, biking and running allowed him to discover his true potential and now he helps kids around the country shine their absolute brightest.



Cadence moves at her own tempo, taking on new challenges with a positive outlook and a fun attitude. She always uplifts her friends as she knows you have the most fun when everyone around you is cheering you on. Showing up to train and race is an accomplishment, especially when you do it together, and she is proud of everyone who participates in her favorite sport.



Watts powers everyone to join her in eating healthy food, being active, getting schoolwork done, helping around the house and of course, relaxing and having fun. Getting outside and swimming, biking and running in her neighborhood, around the park and at her favorite places makes her happy and helps her appreciate all the rhythms of life.

# AN UNQUESTIONABLE MESSAGE THAT WOMEN'S SPORTS ARE THRIVING & ARE HERE TO STAY

What started over a decade ago as a dream is now a reality.

A 40th school added a women's collegiate triathlon program in 2022 to move triathlon a few steps closer to becoming an NCAA championship sport as the NCAA Emerging Sport for Women has now met the 10-year window to demonstrate sustainability at the NCAA varsity level.

## SCHOOLS ADDED IN 2022:



Cal Poly Humboldt (Arcata, Calif.) - Division II



Duquesne University (Pittsburgh, Pa.) - Division I



Lake Superior State University (Sault Ste. Marie, Mich.) - Division II



Roberts Wesleyan University (Rochester, N.Y.) - Division II



The University of Arizona (Tucson, Ariz.) - Division I



"There is definitely a lot of untapped potential. I really want to get the word out, especially to young African-American students who may be in my position [thinking] 'I'm not continuing my sport at the collegiate level, I'm not sure what to do next.' Who knows? You could be super successful." - Jessica Johnson, Hampton University women's triathlon student-athlete. Hampton University in Virginia was the first Historically Black College or University (HBCU) to announce its varsity triathlon team in 2018.

## CELEBRATING 50 YEARS OF TITLE IX

On the 50th anniversary of Title IX, USA Triathlon honored the legacy of this groundbreaking legislation with a five-month celebration of women's triathlon achievements. The effort followed the 2022 women's varsity collegiate triathlon season and included the Together, We Thrive Powerful Women in Multisport Series, a social and digital content series focused on women who helped pave the way for others to compete in triathlon, the creation of a Women's Series, and awarding multisport women's legacy packages to influential women in multisport.

"For many women, sports aren't just about competing. It's also about finding inner strength, developing a community, creating an outlet for stress, or focusing on self-care. Athletics can develop our next generation of leaders or create a pathway to education that might not have otherwise been possible. So for women, sports isn't just sports. It's an opportunity. It's health and wellness--physical and mental. It's community. It's strength. It's part of life." - Margaret Frisby, Chair of the USA Triathlon Women's Committee, which was formed in 2010 and works with the USA Triathlon Board of Directors to lead women's programming to champion inclusivity and equality for women in multisport.



**INSPIRE AND SUPPORT THE TRIATHLON & MULTISPORT COMMUNITY**





# THE NEXT GENERATION OF MULTISPORT HAS ARRIVED

32 programs | 175 athletes | 40% are foreign born athletes

The most exciting and contested NCAA women's triathlon season ever came to a captivating close at the 2022 Women's Collegiate Triathlon National Championships, held in Tempe, Ariz., in conjunction with the Sun Devil Triathlon Classic, organized by Kinetic Multisports.



## Team Champions

DI – Arizona State University

DII – Lenoir-Rhyne University

DIII – North Central College

## Individual Champions

DI - Amber Schlebusch (Arizona State University)

DII - Julia Kekkonen (Wingate University)

DIII- Hailey Poe (North Central College)



# COLLEGIATE CLUB NATIONAL CHAMPIONSHIPS

60+ collegiate clubs | 1,000 athletes

High energy, camaraderie, school pride, and great racing. These were the hallmarks of the 2022 USA Triathlon Collegiate Club National Championships hosted by Empower Multisport in Lake Lanier, Georgia April 1-2.



### **Overall club champion**

Queens University  
of Charlotte

### **Mixed-relay champion**

Queens University  
of Charlotte

### **Draft-legal champions**

Men - Ben Bettin (University  
of Colorado, Boulder)

Women - Franca Henseleit  
(Queens University of  
Charlotte)

### **Olympic-distance champions**

Men - Ben Bettin (University  
of Colorado, Boulder)

Women - Kathryn Kennedy  
(Queens University of  
Charlotte)

## **YOUNG ADULT MEMBERSHIP**

4,000+ Young Adult members

USA Triathlon introduced a new membership type, the Young Adult membership, for athletes ages 18-23 at a cost of \$36 for the year, a 28 percent discount on an adult membership, and the same benefits as an adult membership.

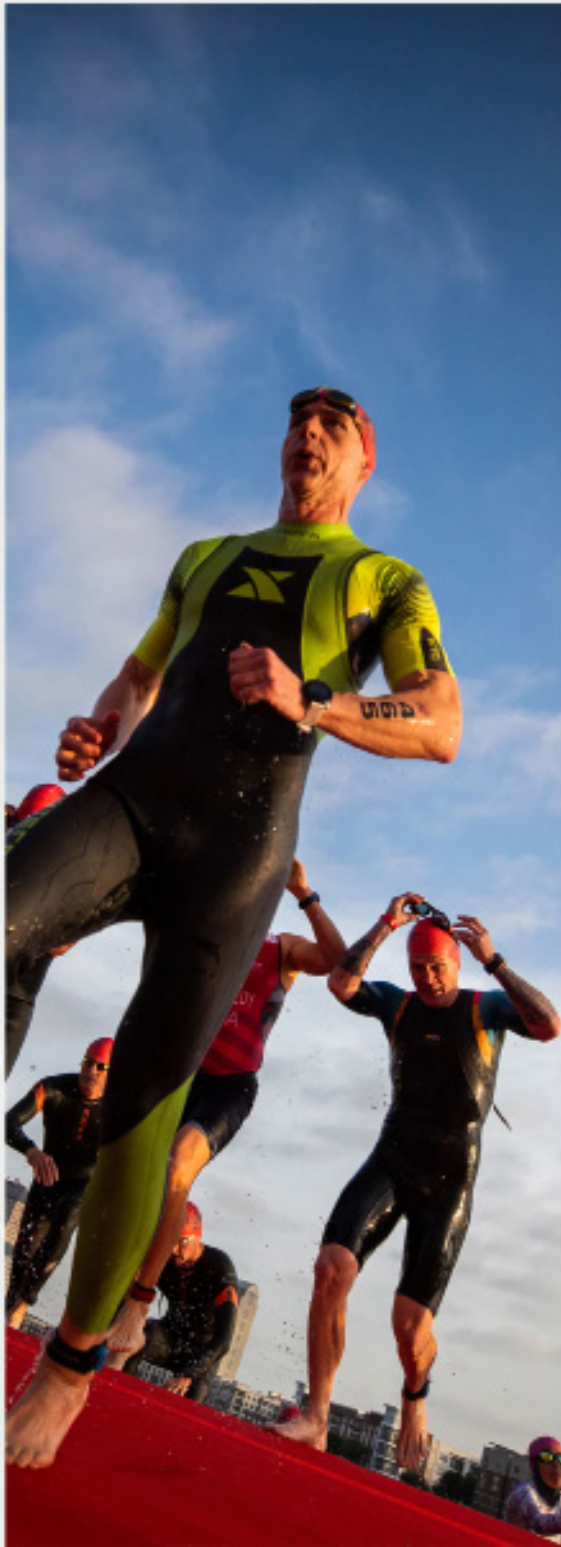


## **2022 RETURN TO RACING JUNIOR & YOUNG ADULT STIMULUS PACKAGE**

USA Triathlon's 2022 Return to Racing Junior and Young Adult Stimulus Package was designed to encourage current and aspiring athletes to remain or become a part of the multisport community and spur long-term growth for multisport coaches, clubs and race directors. It includes the following:

- Creation of USA Triathlon Young Adult Membership
- Shift in Junior Development Race Series
- Expansion of junior divisions at Zone3 Youth and Junior Nationals
- Additional six-figure funding toward the Women's Triathlon Emerging Sport Grant
- Increased support for collegiate clubs and the Collegiate Club National Championships
- Free registration for USA Triathlon Official Junior Clubs





## 2022 ATHLETES OF THE YEAR

### Triathletes of the Year

Overall Male Triathlete of the Year: Todd Buckingham  
Overall Female Triathlete of the Year: Dani Fischer

Male Teen Triathlete of the Year: Brave Mays  
Female Teen Triathlete of the Year: Shantelle Tupaz

Male Masters Triathlete of the Year: Maarten Bout  
Female Masters Triathlete of the Year: Kirsten Sass

Male Grandmaster Triathlete of the Year: Tim Bradley  
Karen McKeachie Female Grandmaster Triathlete of the Year:  
Steph Popelar

Male Great Grandmaster Triathlete of the Year: Rick Kozlowski  
Celeste Callahan Female Great Grandmaster Triathlete of the  
Year: Donna Symers

Nonbinary Triathlete of the Year: Eli Waltz

### Off-Road Triathletes of the Year

Male Offroad Triathlete of the Year: Cliff Millemann  
Female Offroad Triathlete of the Year: Cathy Yndestad

### Duathletes of the Year

Overall and Open Male Duathlete of the Year: Andrew Vos  
Overall and Masters Female Duathlete of the Year: Kirsten  
Sass  
Open Female Duathlete of the Year: Imelda Muller  
Male Teen Duathlete of the Year: John Murray Jr.  
Male Masters Duathlete of the Year: Stephen Eles  
Male Grandmaster Duathlete of the Year: Christian Evans  
Female Grandmaster Duathlete of the Year: Steph Popelar  
Male Great Grandmaster Duathlete of the Year: Jean-Pierre  
Bacle  
Female Great Grandmaster Duathlete of the Year: Patty  
Peoples-Resh

## SERVICE TO THE SPORT AWARD

Mike Reilly (San Diego, Cal.)

## 2022 HEART OF THE RACE DIRECTOR AWARDS

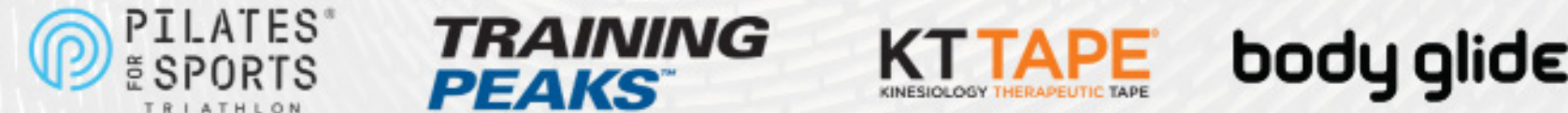
Innovation Award: Gabriela Gallegos (El Paso, TX)  
Inclusivity Award: Julie Marchese (Foreside, ME)  
Collaboration Award: Michael O'Neil (Boston, MA)

## 2022 COACH OF THE YEAR AWARDS

Olympic Coach of the Year: Parker Spencer (Tempe, AZ)  
Paralympic Coach of the Year: Mark Sortino (Boise, ID)  
Developmental Coach of the Year: Lisa Marshall (Alpharetta, GA)  
College Coach of the Year: Amy Maxwell (Stony Point, N.Y)  
Coach Educator of the Year: Maria Simone (Conifer, CO)  
Community Impact Award: Tove Shere (Cleveland Heights, Oh)



**PARTNERS**





## PROJECT PODIUM

Project Podium is a USA Triathlon men’s elite development program based at Arizona State University (ASU) in Tempe, Arizona. This program is designed to further develop top young male USA Triathlon Elite athletes with the goal of helping them eventually achieve medal performances in the Olympic Games. Project Podium commit Reese Vannerson earned a podium finish at the 2022 World Triathlon Junior World Championships in Montreal, CAN.

### ATHLETE SPOTLIGHT

Starting the year in West Virginia, Chris Hammer moved his family across the country to live in Tempe, Arizona, to train with USA Triathlon’s Project Podium team and be the first paratriathlete to compete with the elite squad. He also became the first U.S. paratriathlete to earn a U.S. elite triathlon card and compete in the men’s professional field in IRONMAN 70.3 races.



## PROJECT X

Project X is a USAT High Performance program that makes strategic investments in potential Olympic & Paralympic athletes. These investments provide support for athletes on the cusp of making a National Team. Early in 2022, Project X invested in Mohamed Lahna who later earned a spot on the 2022 Toyota U.S. Elite Paratriathlon National Team with his stellar performance at the World Triathlon Para Championships Abu Dhabi. Another recipient of Project X funding was Carson Clough who went from a brand-new recruit to the sport of paratriathlon to 2022 Toyota USA Paratriathlon National Champion in the span of 5 months!

## TALENT ID PROGRAM

USA Triathlon’s Talent ID Program (which includes the Collegiate Recruitment Program and the Paratriathlon Combine) identifies, mentors, and supports athletes whose unique skillsets could translate to success in elite triathlon and paratriathlon. Previous graduates of this program include 2016 Olympic Gold Medalist, Gwen Jorgensen; 2020 Olympic Silver and Bronze Medalist, Katie Zaferes; and 2020 Olympic Silver Medalist, Morgan Pearson. USAT High Performance is revamping our current Talent ID Program with a relaunch in 2023, to include the new High School Recruitment Program.

SERVICE  
EXCELLENCE  
COLLABORATION  
DIVERSITY, EQUITY,  
INCLUSION &  
ACCESS



2023 U.S. ELITE

TRIATHLON

NATIONAL TEAM

**USA**  
**TRIATHLON**



**KIRSTEN**  
KASPER



**KEVIN**  
MCDOWELL



**KATIE**  
ZAFERES



**ERIKA**  
ACKERLUND



**TAYLOR**  
SPIVEY



**TAMARA**  
GORMAN



**MORGAN**  
PEARSON



**MATT**  
MCELROY



**SETH**  
RIDER



**SUMMER**  
RAPPAORT



**TAYLOR**  
KNIBB

## **MORGAN PEARSON MAKES HISTORY**

Morgan Pearson took silver at the 2022 World Triathlon Championship Finals Abu Dhabi in November and became the first U.S. man to earn a medal at a triathlon world championship event since 1991.



## **U.S. WOMEN CONTINUE TO SHINE**

The U.S. was the only country to place at least two women in the top four of the 2022 World Triathlon Championship Series Rankings and 2022 marked the eighth consecutive year two U.S. women have placed in the top four in overall rankings (2014, 15, 16, 17, 18, 19, 21, 22). Great Britain is the only other country to place two women in the top four in overall rankings and they've done it three times.

## **TRIATHLON IS A TEAM SPORT**

On the heels of winning the silver medal in the mixed relay at the Olympic Games Tokyo 2020 in the Mixed Relay's Olympic Games debut, the U.S. continues to excel and innovate in mixed relay.

The U.S. team of elite triathletes Kevin McDowell, Seth Rider, Taylor Spivey, and Summer Rappaport won bronze at the 2022 World Triathlon Mixed Relay World Championships in Montreal in June.

USA Triathlon hosted the first para mixed relay in Sarasota, Florida in March and fielded two USA teams that placed 2nd and 3rd, respectively, at the World Triathlon mixed relay event in Abu Dhabi in November.

## **TAYLOR KNIBB – THIRD IN 2022 WORLD TRIATHLON CHAMPIONSHIP RANKINGS**



16 World Triathlon Championship Series top-10 finishes | 9 World Triathlon World Cup top-10 finishes

2023 U.S. ELITE  
PARATRIATHLON  
NATIONAL TEAM



**MOHAMED**  
LAHNA



**MELISSA**  
STOCKWELL



**KYLE COON**  
& ZACK GOODMAN



**KENDALL**  
GRETSCH



**ALLYSA**  
SEELY



**KELLY**  
ELMLINGER



**HAILEY**  
DANZ



**GRACE**  
NORMAN



**ERIC**  
MCELVENNY



**CHRIS**  
HAMMER

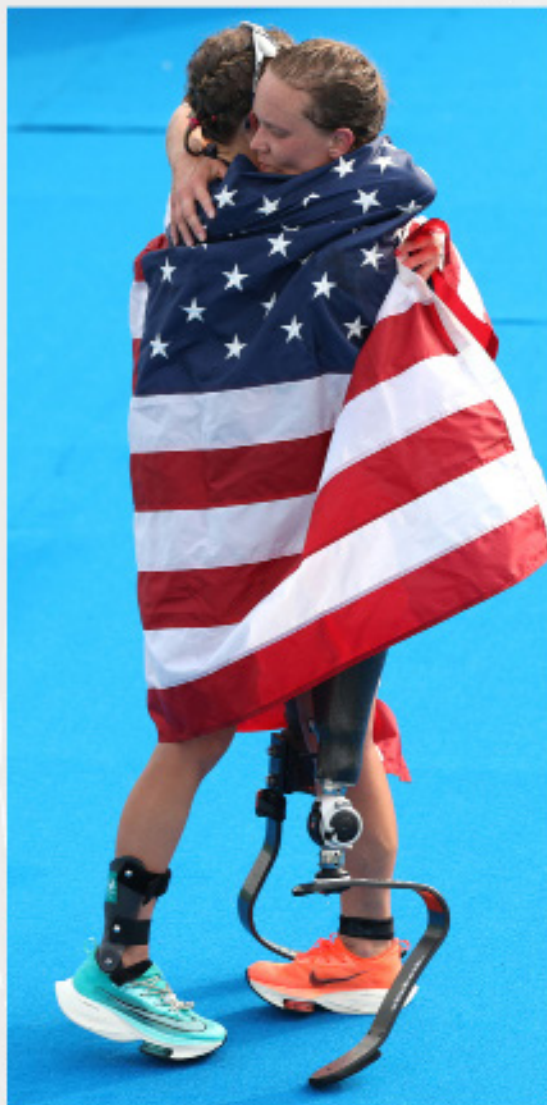
USA

PARATRIATHLON

PARATRIATHLON

## **WORLD CHAMPIONS, UNDEFEATED 2022 SEASONS**

Hailey Danz (PTS2) and Grace Norman (PTS5) both won gold at the 2022 World Triathlon Para World Championships Abu Dhabi in November to cap undefeated 2022 seasons. Danz took home four titles and Norman earned six titles during the 2022 season.



## **DEVELOPING THE NEXT GENERATION OF PARATRIATHLETES**

The USA Triathlon Paratriathlon Development team added two combine camps, a youth para clinic, a fifth Paratriathlon Development Series Race and a guide camp to its program offerings to create additional opportunities for aspiring elite paratriathletes and Paralympians.

## **CONTINUING TO DRIVE EQUITY IN PARATRIATHLON**

- 2022 Toyota U.S. Elite Paratriathlon National Team receive direct athlete support stipends equal to that of the funding the athletes on the 2022 U.S. Elite National Team receive
- Professional prize purse of \$36,750 offered for medalists at the 2022 Toyota USA Paratriathlon National Championships (partnership with USA Triathlon, Challenged Athletes Fund and Toyota)
- Five-part 2022 Paratriathlon Development Race Series, a set of races for emerging paratriathletes who aspire to compete at a future Paralympic Games

21 World Paratriathlon Series medals | 11 Para Cup medals



# USA TRIATHLON FOUNDATION



2022 was a year of extraordinary growth for the USA Triathlon Foundation, fueled by thousands of individuals, families and organizations across the United States who share our passion and commitment for supporting, enhancing and growing our community and sport.

Together we're helping both kids and adults to get active and healthy, creating and bolstering opportunities for members of underrepresented populations to realize their athletic dreams, and inspiring a nation by funding the athletes and programs that will bring home Olympic and Paralympic medals.

I encourage everyone in the multisport community to reach out to me and our team to learn more about the different ways to get involved, whether it's being a part of our Board of Trustees, joining our Ambassador Team, or furthering our mission in a variety of ways.

The opportunities are endless and the impact is enormous. We can't wait for what lies ahead.

Thank you,

Dr. Gabe Cagwin  
2022 President



# USA TRIATHLON FOUNDATION

## VISION:

To grow, inspire and support the triathlon/multisport community.

## MISSION:

To provide resources that empower members of the triathlon/multisport community to reach their full potential.



USA Triathlon Foundation's Elevate 2028 Strategic Plan outlines the path toward increasing philanthropic support, encouraging a culture of philanthropy, and providing a greater impact for donors and members of the multisport community.

## KEY AREAS OF FOCUS

### Maximize Best-in-Class Donor Development:

Ensure meaningful experiences and provide customized opportunities for donors to give to a cause they believe in, have an affinity for and are passionate about.

### Enhance Awareness, Engagement and Connection:

Convey the mission and share the value of the Foundation, drive philanthropic support for its pillars, and inspire a culture of philanthropy throughout the triathlon/multisport community through storytelling, experiences and personal communication.

### Ensure Financial Stability:

Focus on financial growth and operational excellence to make a meaningful and lasting impact on the sport and those we serve.

# PILLARS OF SUPPORT

## Encourage Youth Participation

Join us in changing lives, schools and communities through opportunities to be active and experience the joys of multisport.

## Inspire Pathways to Access & Inclusion

Be a part of sharing the opportunities that multisport offers and breaking through the barriers of entry.

## Ignite Olympic & Paralympic Dreams

Together we can solidify the future of the USA Triathlon Olympic and Paralympic program for Paris 2024, LA 2028 and beyond.

## CEO Excellence Fund

An exclusive group that provides our CEO with resources to address the greatest needs and priorities in our sport.

## Empower NCAA Women's Triathlon

Make a difference in the lives of current and future female triathletes through Name, Image and Likeness (NIL) and program grants.





Stephen Ban – *Chair*

Audra Mallow

Brenda Smith – *Secretary*

Jacqueline McCook

Gregg Goolsby – *Treasurer*

Bill Shenkin

John Cassimatis – *Past Chair*

Melissa Stockwell

Frantz Alphonse

Reggie Waller

Alex Egan

Felix Stellmaszek – Liaison to USA  
Triathlon Board of Directors

Paul Gompers

## CELEBRATING TRIATHLON GREATNESS

Four triathlon greats were formally inducted into the USA Triathlon Hall of Fame in front of more than 250 attendees and more than \$100,000 was raised at the 2022 BOA USA Triathlon Foundation Gala.



### Induction Class XI

Two-time Olympian Laura Bennett  
(Elite Athlete)

Age group legend Lesley  
Cens-McDowell (Age Group  
Athlete)

Olympic gold medalist Gwen  
Jorgensen (Elite Athlete)

Age group legend Robert Plant  
(Age Group Athlete)

# 2022 IMPACT

RECORD FUNDRAISING YEAR

**\$2 MILLION+** SUPPORTED BY **3,800+ DONORS**

2021 GRANTS  
**\$240K**

2022 GRANTS  
**\$466K**

2023 GRANTS  
**\$640K+**

## 2022 GRANTS AWARDED ACROSS 27 STATES

SUPPORTING INDIVIDUALS, ORGANIZATIONS, AND INITIATIVES INCLUDING:

**30+**

ELITE TRI & ELITE PARA TRI  
DEVELOPMENT ATHLETES

**20+**

DEIA  
INITIATIVES

**25+**

YOUTH  
CLUBS & PROGRAMS

**5+**

HIGH SCHOOL, COLLEGIATE  
& NCAA PROGRAMS

# COMMUNITY IMPACT

**TriLatino Triathlon Club** - Focused on local youth in the Bronx area, the TriLatino Triathlon Club has been dedicated to increasing the participation of young people of color in triathlon for more than a decade. Athletes are coached directly by certified coaches for swim, bike and run during a 22-week program including a focus on healthy lifestyle and leadership, and 100 percent of the cost is covered. In 2022, the program celebrated its inaugural class of all-female junior athletes.

**Exceeding Expectations** - Striving to replace negative influences with positive role models, instilling a powerful new discipline of setting measurable goals and working hard to achieve them, and espousing the virtues of healthy habits - triathlon provides the foundation to teach these valuable life lessons and Exceeding Expectations provides the opportunity.

**TeamE Multisport** - If you're not having fun you're not doing it right. That's the motto TeamE Multisport carries as they develop and cultivate a love for triathlon in kids ages 5-16 in Arkansas. From 20-kid camps to 12-week off-season programs to an elite junior team, support from the community helps purchase equipment, pay coaches and offer more racing opportunities. When kids are having fun, they race their best..

**CMAK Sandy Hook Memorial Foundation** - Healing and strengthening communities and turning tragedy into triumph – this is the vision of the CMAK Sandy Hook Memorial Foundation, set up in remembrance of Chase Kowalski, and his fellow students and educators who lost their lives in the Sandy Hook tragedy. Kids ages 5 to 12 can experience the sport of triathlon through the Race4Chase program, a six-week summer training camp that culminates in a race. This opportunity is available to more than 800 kids across four states thanks in part to support from the Foundation.

Erik Hultquist



Erik is using triathlon to turn a negative situation into a positive story and inspire and encourage those around him to participate in the multisport lifestyle. Erik was hit by a car while riding an electric scooter in Phoenix and doctors were forced to amputate his right leg. Support from the Foundation covers costs for international travel – which is even more expensive for adaptive athletes bringing all their racing equipment – and allows him to continue to pursue his dream of a Paralympic medal.

Gina Sereno



The life of an up-and-coming professional triathlete chasing their Olympic dreams consists of lots of international travel and consistent training and coaching, and few opportunities to earn an income. Gina received Foundation support to help offset her 2022 expenses and the results were clear – she stepped onto her first World Cup podium with a second-place finish at the 2022 World Triathlon Cup Vina Del Mar.

## CHARTING A BRIGHTER FUTURE

A transformational gift of \$550,000 from donors Audra and Michael Mallow provided USA Triathlon the resources to formally create and support the Mallow Junior/U23 National Team, an important development program for aspiring U.S. Olympians. “Junior development programs are the foundation for most successful Olympic sports. We wanted to create a runway for young aspiring triathletes to achieve success in international competition, including at the Olympic games,” the Mallows said.

## EXPANDING OPPORTUNITIES FOR YOUTH ENGAGEMENT

A partnership between the USA Triathlon Foundation, Cynthia and Todd Leff of the Leff Family Foundation and John Cassimatis (past president of the USA Triathlon Foundation Board of Trustees) was formed to open pathways to swim, bike and run for kids in New Jersey and Philadelphia. With a focus on introducing triathlon to elementary and middle school students, this gift from the Leff Family Foundation will provide three years of support for coaches, school outreach, training programs and transportation to races, as well as offset entry fees.

## SUPPORTING NCAA WOMEN’S TRIATHLON STUDENT-ATHLETES

USA Triathlon and the USA Triathlon Foundation launched the Watch Us Thrive Collective, providing the opportunity for NCAA women’s triathlon student-athletes to capitalize on their name, image and likeness. USA Triathlon is the first National Governing Body in the U.S. Olympic and Paralympic movement to launch an NIL Collective which supports women’s triathlon student-athletes in the form of Name, Image and Likeness (NIL) payments. In return, NIL recipients will promote triathlon and NCAA women’s triathlon movement on their social media channels and through other digital avenues.



# AMPLIFYING OUR MISSION

The 2022 USA Triathlon Foundation Ambassador Team powered by Newton Running featured 90 ambassadors, the largest team to date, from 28 states and a diverse set of experiences and backgrounds. Team members were charged with raising funds and awareness in support of the USA Triathlon Foundation's mission.

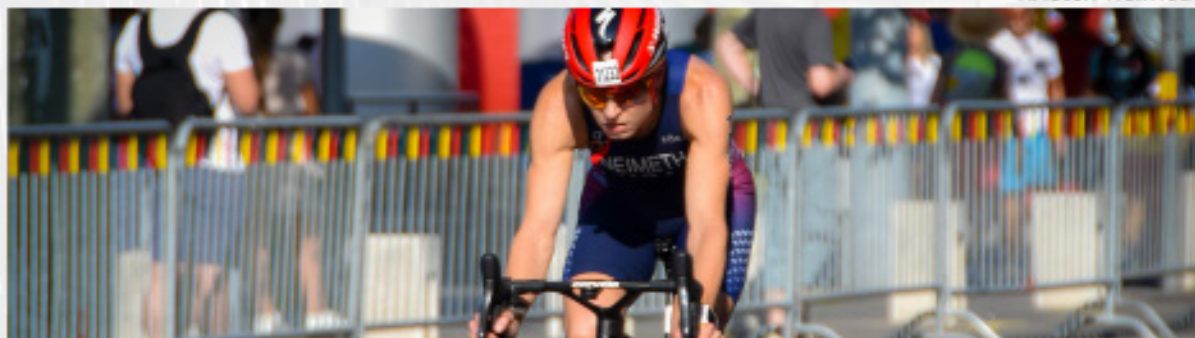


Caleb Prewitt

Caleb Prewitt from Jacksonville, FL is the youngest person with Down syndrome to complete a USA Triathlon sanctioned triathlon and as a 15-year-old was the USA Triathlon Foundation's first Youth Ambassador. Caleb raced at both Zone3 Youth and Junior Nationals and Age-Group National Championships in 2022 and has quickly become someone who inspires youth and adaptive athletes to try the sport and live a healthy lifestyle.



Kristen Neimeth



Encourage. Inspire. Ignite. Kristen Neimeth, who lives in New York City and trains with TRILife NYC, raised more than \$7,500 in 2022 in support of the USA Triathlon Foundation. A mother of two teenage children and wife of a fellow triathlete, Kristen is passionate about the unique power of triathlon – to bring people together, create healthier lifestyles and motivate people of all ages, orientations and cultures to live their best lives.

# FINDING OUR POWER WITHIN

*"With each race, I put behind a piece of an old belief system that just didn't belong to me and didn't serve me – and that is the idea that thin means healthy...it is not about what other people believe or think, but what you believe."* – **Jessica Mullin**, Athena athlete



*"Athena is the goddess of war; wouldn't you be proud to represent someone as fierce as her? I get to show up at races and prove that we are the embodiment of that spirit to never give up and continue to uplift one another."* – **Natali Villarruel**, Athena athlete

*"Just because you complete something doesn't mean that it can't be improved. I believe in continuous improvement. Standing on a podium, even if it's a small podium, feels great. But the real race for me is just to be a little bit better than I was yesterday. Always striving for improvement and pushing through the tough workouts just to get a little bit better. It's uncomfortable, but the reward is greater than the pain."* – **Justin Taylor**, age-group athlete



*"Physical is obvious - as a menopausal woman now in my 50s, staying active and engaging in weight-bearing exercise is proven to be beneficial for my long-term health. As far as mental health goes, I really enjoy the structure that a triathlon training cycle provides, as it removes the ambiguity and chaos that I deal with in my everyday life. I can impose the control, structure, rigor and challenge I need that I can't get easily in my work life. Plus, I use sticker charts to reward myself for completed workouts, and that's not always understood in the workplace - but adding that sticker every time is a little serotonin boost!"* – **Kay Dawson**, age-group athlete

*"Exercise and sport have always been the key for me. Being able to push my body to those limits that it has helps me deal with my depression, anxiety and PTSD. Just continuing to perform better and find the limits of myself and the human body has helped me deal with that a little bit more."* – **Brandon Ostrander**, United States Marine, recipient of two Purple Hearts, two tours in Afghanistan



# CELEBRATION, EDUCATION, & PARTICIPATION IN THE MULTISPORT LIFESTYLE

The sixth annual National Triathlon Week Presented by Nix Biosensors, a nationwide initiative to celebrate the sport of triathlon and all its constituency groups, ran from June 20-26. The digital campaign brings together the multisport community not only to swim, bike, and run, but also to share experiences, inspiring stories, advice, and support. USA Triathlon partners supported the campaign through daily prizes and USA Triathlon once again hosted a lifetime membership contest for the athlete who best shared their multisport journey and demonstrated how triathlon helped them discover their Power Within.



# GETTING THE MULTISPORT COMMUNITY SET FOR THE 2023 SEASON

The sixth annual #DreamingSeason, presented by ICON Meals, a holistic USA Triathlon campaign that encouraged multisport athletes to set their goals, dream big and race local ahead of the 2023 racing season, ran from Nov. 15 to Dec. 31. The campaign, which was also supported by InsideTracker, featured content focused on training and goal-setting, promotion of the annual USA Triathlon Race Guide and Events Calendar, and resources for race directors, coaches, clubs to get their businesses and organizations set up for success in the coming year.

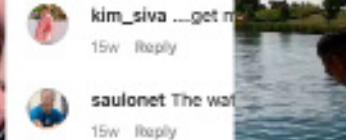
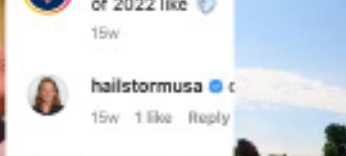
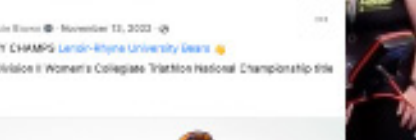
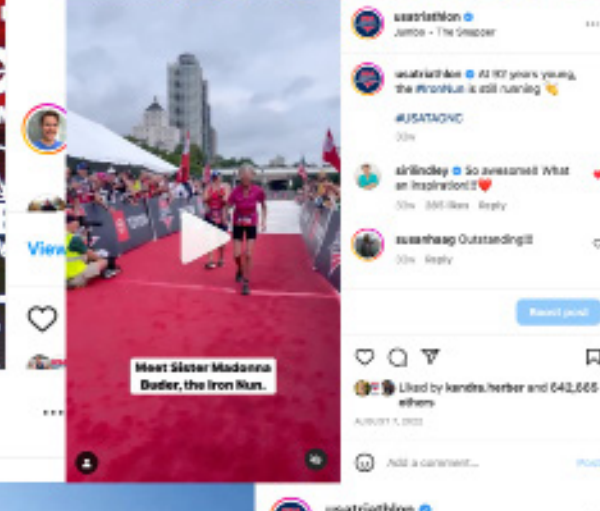
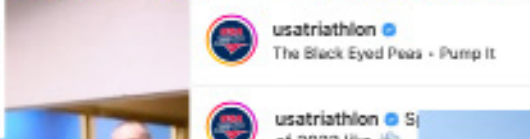
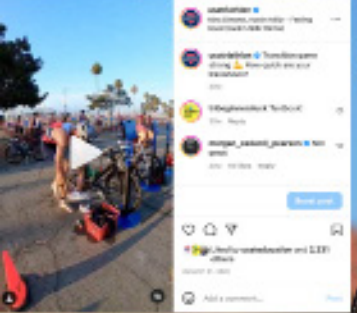
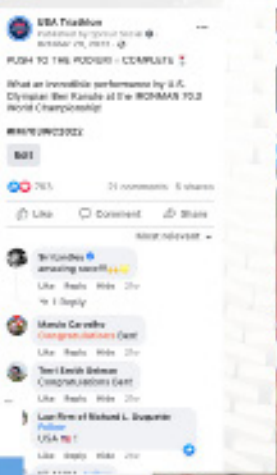


# #AthleteRecoveryDay

USA Triathlon hosted the third annual National Athlete Recovery Day on October 10. The one-day celebration encourages triathletes nationwide to take recovery as seriously as their training — not only after a season-culminating race, but as a key element of their overall training cycle — and included content from Certified Coaches and content and exclusive offers from partners.



# CELEBRATING OUR COMMUNITY



## FIVE DAYS OF EDUCATION, INSPIRATION & CONNECTION

The virtual event drew more than 1,000 total attendees, including race directors, coaches, club leaders, athletes, officials, brands and retailers, medical professionals, and others. Highlights included keynotes from Ted Metellus, race director for the TCS New York City Marathon and the first Black race director of an Abbott World Marathon Major, and Lisa Bentley, an 11-time IRONMAN champion and speaker who told the story of her 20-year professional triathlon career competing with Cystic Fibrosis, as well as a roundtable discussion with Tokyo 2020 Paralympians and coaches.

130 speakers (40% female) | 90 educational and networking sessions |  
80-plus hours of on-demand content | 27 scholarships for underrepresented individuals

## TECHNOLOGY & TOOLS TO SUPPORT INDUSTRY PROFESSIONALS

USA Triathlon unveiled its new Events Calendar, a completely revamped online race calendar that gives athletes the ability to seamlessly search for, filter and choose from thousands of USA Triathlon Sanctioned races nationwide for their next multisport challenge. More specificity and new features mean athletes can more effectively search for and identify events that align with their interests and multisport goals.

USA Triathlon also launched refreshed Find a Coach and Find a Club tools, which allow athletes to search for USA Triathlon Certified Coaches and USA Triathlon Official Clubs based on location, specialties, certification level and multisport discipline.



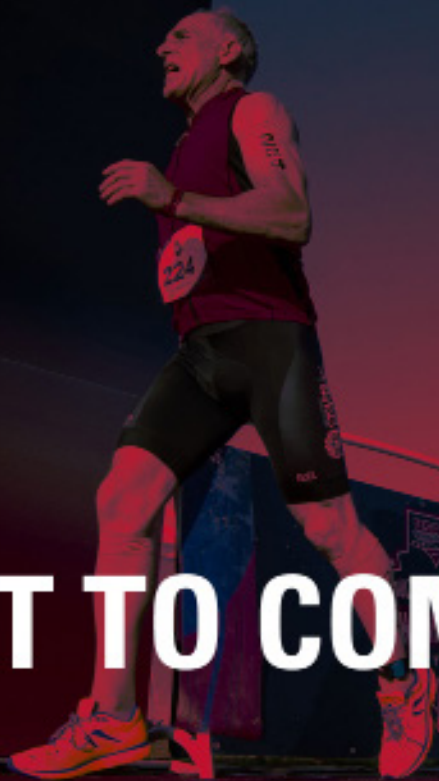
**ENDURANCE  
EXCHANGE**

MARCH 3-5, 2022

PRESENTED BY

**BOA**  
— NUTRITION INC. —





**THE BEST IS YET TO COME, SEE  
YOU IN 2023!**

**USA  
TRIATHLON**

