

CANDIDATE PROFILES - 2013

CANDIDATE NAME: JOHN LEIGHTON

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City: Hayward State: Wisconsin Zip Code: 54843
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Email: jleighton@msn.com
Years of membership in the ABSF: 10
Occupation: Retired from business and law

Two term Director of ABSF; three term Director of CAMBA

Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?

The ABSF budget is \$1,500,000 which is beyond “club” status. The ABSF should conduct itself as large business, with a yearly business plan, and capital budget plan for 5 and 10 year periods.

The ABSF Board has been considering an expansion of its office facility in Hayward at a cost of \$500,000 or more. The ABSF has not yet obtained an agreement from Telemark for the use of Telemark property for the 2014 race. The first priority of the ABSF should be to permanently secure its right to the Birkie Trail. The final solution will affect the size and shape of the ABSF future including its need for facilities.

The ABSF funds its yearlong maintenance and grooming of the Birkie Trail, and provides service to CAMBA, Lions Club, North End, Hayward High School, and others primarily from Birkie race fees at a cost of approximately \$250,000. This puts an undue burden on race fees. A mandatory user fee system (trail pass) needs be agreed to by the communities. This would allow expansion of those services, and could include snow making. The ABSF should also render an accounting of benefits to these organizations for public relations and image.

In my opinion, the most obvious and telling image of the ABSF is the lavatory facility at OO Trailhead. This facility should be regularly cleaned, heated, and have water as the ABSF image deserves

CANDIDATE NAME: DAVID G. NELSON

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City: Rhinelander State: Wisconsin Zip: 54501
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Years of Membership in ABSF: 15
Occupation: Retired Forester

Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?

For six years on the Birkie Board, and this past year, I have worked tirelessly on Birkie projects, I conducted forward thinking long term future planning that has resulted in such significant improvements as the Classic Trail. My past work always was focused on what was best for all skiers, the first and the last skier. I believe it is important to support the Executive Director and Staff while giving clear direction for the future of the events. At times I disagreed with others on the board of directors who chose to spend most of their time looking over the shoulder of the Executive Director rather than directing where the foundation should go in the future. I see no hint that the current board is inclined to do long range planning. Because I know of the importance of planning, I am back running again to serve the Birkie.

As Foundation Members, are you aware that the minutes of the past Board meetings are posted on the Birkie web page – do you read them? Are you aware of the Foundation Bylaws for the Birkie Foundation? In the past the Bylaws stated that Board members needed to show up at board meetings to do the work of the foundation, or they would be removed. Somehow this bylaw was removed. Now, I see too many current board members are too busy to attend meetings or help plan the future of the Birkie. I will attend, in person, Board meetings and Committee meetings.

continued

CANDIDATE NAME: MIKE SUND

Address: 136 Babcock Ln

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Home phone: 952-249-0760 Cell phone: 612-619-0170 Cabin: 715-462-4408 Email: sund.mike@gmail.com

Years of Membership in the ABSF: 3

Occupation: Marketing Director

Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?

I am interested in being a member of the ABSF board because I believe the Birkie is much more than a ski race. It is a powerful *experience* in people's lives. As an experience, a promise, a brand, it's worth protecting and expanding. I think ABSF members understand this because the experience has impacted our lives in a way that other races haven't and can't. It's an important lifestyle choice and worth sharing; being in the outdoors on the trail racing and training, making healthy living choices, and challenging oneself physically with participants drawn internationally.

I am a marketing professional, with an extensive background in interactive, branding, and loyalty marketing. I would like to use my skill to expand the Birkie experience strategically; building upon its status as a world-class event and on the passion of the participants and community. As a business functional leader, I have many years of experience planning, creating budgets, and managing business profitably.

The Birkie is at the center of an active outdoor lifestyle that I share with family and friends. It's given me so many great experiences (over 25 and counting) and been the center of friendships and family activities. Now, it's time for me to give back. I'll work hard to represent all of the stakeholders, especially the ABSF members and participants, in the best interest of the race, now and for its future.

CANDIDATE NAME: JOE TIMMERMAN

Address: P.O Box 809

City: Hayward State: WI Zip: 54843

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E-Mail Address: joeltimmerman@yahoo.com

Years of Membership in the ABSF: 10

Occupation: forester (retired)

Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?

I have been a member of the ABSF Board for the last seven years and have been serving as its treasurer for the last six. My career in the private sector of forestry included managing accounts and annual budgets in excess of several million dollars.

My platform is fiscal responsibility and customer service. During my tenure as treasurer the Foundation has seen record growth in participation and revenue while maintaining high customer satisfaction. I will work hard to insure we improve on our success.

We have implemented internal controls to our accounting systems based on a review of our accounts done by a local auditing firm. We need to be very careful to have the correct checks and balances to insure our money is protected.

A major concern is securing access to the entire race course including the start area. I will not support having ABSF purchase Telemark. There has not been a single owner of Telemark since its inception that hasn't gone bankrupt. Likewise, I will not allow any present or future owner of Telemark to extort A massive amount of funds to cross their property on race day. I fully support the Telemark start, and I will continue to work hard to retain the Telemark start, but we will do so only if it makes sense economically and logistically.

I pledge to spend the time and effort to attend board and committee meetings, participate in a positive manner, and work to find common sense solutions to our issues.

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CANDIDATE NAME: MARY WINGFIELD

Address: 730 Birchwood Avenue, Birchwood, MN 55110;

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Years of Membership in the ABSF: 3

Experience: Mayor (currently)—City of Birchwood; four terms as elected city official.

Board member: ABSF (currently), North Star Ski Touring Club, Twin City Bicycling Club, Hosteling International

Volunteer—Habitat for Humanity (crew leader), Wilderness Volunteers (leader), numerous local/civic non-profits in the St Paul area, over 200 hours annually

Public defender—24 years, Dakota County, MN

Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?

I have skied every Birkie since 1977 because I love being surrounded by 10,000 similarly-afflicted skiers.

Without the support of our volunteers, the Hayward/Cable community, and “average” skiers like myself, the ABSF cannot support the other events the Birkie spawns. Accordingly, I have advocated for a larger ABSF membership (currently 666). I proposed improved seeding, and discounts on entry fees and merchandise (the latter since approved).

I have been constantly pushing for major sponsors for this premier ski race. We are well-below the income percentage of European races, but we are making progress with our new ED.

We operate a balanced budget, however, the ABSF needed to raise race fees 5% this year to cover on-line registration costs. To spend your money wisely, we need to prioritize future expenses and develop a capital improvement plan.

- A permanent start (preferably Telemark) is unresolved. This is paramount.
- The board recently authorized a new Piston Bully (\$100,000).
- The board is reviewing a building remodel/expansion of the Birkie Headquarters (\$500,000). Unfortunately, we have not vetted all options to address office space needs.

Finally, the board must provide “green” leadership. We face challenges in snow cover that could disrupt our event more than any other issue. We should set an example and reduce our carbon footprint.

I have never been afraid to express my concerns and opinions about ABSF activities. We are a good group of people who seek the best for our organization and the greater community. I would like to be a part of the solution.