

USA
TRIATHLON



2012

OLYMPIC TEAM
MEDIA GUIDE



Games of the XXX Olympiad
July 27 – August 12, 2012

L-R: Laura Bennett / Hunter Kemper / Gwen Jorgensen / Manuel Huerta / Sarah Groff



2012 OLYMPIC GAMES TRIATHLON AT A GLANCE



Triathlon Competition Schedule (All times local):

Saturday, Aug. 4, Hyde Park

9-11:40 a.m.Women's Competition and Victory Ceremony

Tuesday, Aug. 7, Hyde Park

11:30 a.m.-2 p.m.Men's Competition and Victory Ceremony



NBC Olympics Broadcast Schedule:

Both Olympic Games triathlon competitions are scheduled to air live on NBC Sports Network in the United States:

- Women's triathlon: Saturday, Aug. 4 at 4 a.m. Eastern
- Men's triathlon: Tuesday, Aug. 7 at 6:30 a.m. Eastern

Get Up-to-the-Minute Information from USA Triathlon:

- USA Triathlon's Olympic Games website: usatriathlon.org/london2012
- USA Triathlon on Twitter: @usatriathlon
- USA Triathlon Communications Staff on Twitter: @USATmedia
- USA Triathlon on Facebook: facebook.com/usatriathlon

USA Triathlon Communications Contacts:

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Credits

The 2012 USA Triathlon Olympic Games Media Guide was produced and edited by USA Triathlon Communications & Media Relations Manager John Martin with editorial assistance from Chuck Menke, Jayme Ramson and Lindsay Wyskowski of the USA Triathlon Marketing and Communications staff. Design by Adam Curry of Gas Giant Design and USA Triathlon Creative Services Coordinator Charlie Jahner.

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Media Information

USA Triathlon Communications & Media Relations Manager John Martin and Marketing & Communications Director Chuck Menke will accompany the 2012 U.S. Olympic Triathlon Team to London. All information and interview requests related to USA Triathlon, its athletes or staff should be directed to Martin or Menke.



PAUL PHILLIPS/COMPETITIVE IMAGE

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USA Triathlon Press Releases

USA Triathlon posts its press releases, event previews, recaps and results on its official website, usatriathlon.org. Olympic-related press releases also will be posted to the U.S. Olympic Committee's Press Box at pressbox.teamusa.org. To be added to USA Triathlon's email distributions list, contact John Martin at john.martin@usatriathlon.org.

USA Triathlon's Online Olympic Games Hub

Media should bookmark usatriathlon.org/london2012 for up-to-the-minute coverage of the 2012 U.S. Olympic Triathlon Team, including athlete bios, press releases, feature stories, photo galleries, videos and more. Fresh content will be uploaded daily throughout the Olympic Games.

Follow @USATmedia on Twitter

For official news, media links and much more from the communications staff of USA Triathlon, follow @USATmedia on Twitter.



Competition Information

The triathlon competition at the London 2012 Olympic Games will be held on Saturday, Aug. 4 (women) and Tuesday, Aug. 7 (men) at Hyde Park in central London. The competition will consist of two medal events — women's individual and men's individual. A total of 110 athletes, 55 women and 55 men, will take part in the triathlon competition.

Competition Format

The men's and women's triathlon events will be conducted in the Olympic-distance format:

- Swim: 1,500 meters (0.9 miles) – one lap
- Bike: 43 kilometers (26.7 miles) – seven laps of a 6.137k course
- Run: 10 kilometers (6.2 miles) – four laps of a 2.5k course

Each event is continuous, with no breaks in competition. In both the men's and women's events, the first athlete to complete the course will be declared the winner.

The following are hints for viewing a triathlon from traditionally the best points on the course:

The Swim Start: The first staging area in a triathlon is the swim start, the area in which athletes congregate and prepare for the start of the race. In most large triathlons, the swim start is a popular photographer's spot. Athletes churning through the water to get to the front of the pack is often a very powerful image.

The Transition Area: The transition area is the hub of race activity, an area of controlled chaos. Transition features an event's bike racks and is the staging area where triathletes transfer from one segment of the event to the next. The seconds won or lost in transition can amount to the difference in the outcome of the race.

The Finish Line: After the transition area, the finish line is the best place for spectator viewing as it is the most important part of the race. In most major triathlons, the media tent used for distributing notes, quotes, results and the mixed zone for meeting athletes for post-race interviews is adjacent to the finish line.

How to Follow the Games

NBC Olympics Broadcast Schedule

Both Olympic Games triathlon competitions are scheduled to air live on NBC Sports Network in the United States:

- Women's triathlon: Saturday, Aug. 4 at 4 a.m. Eastern
- Men's triathlon: Tuesday, Aug. 7 at 6:30 a.m. Eastern

Be sure to visit NBCOlympics.com for the latest broadcast schedule, as it is subject to change.

NBCOlympics.com

Additionally, NBCOlympics.com will stream every event live. That's over 3,500 hours of live streaming content in all 32 sports, all 302 medal events. Live content can be also be streamed to smart phones and tablets.

USA Triathlon's Official Website – usatriathlon.org

Be sure to visit usatriathlon.org/london2012 for up-to-the-minute coverage of the 2012 U.S. Olympic Triathlon Team. This page features updated athlete bios, press releases, feature stories, photo galleries, videos and more. Fresh content will be uploaded daily throughout the Olympic Games.

USA Triathlon's Social Media Outlets

USA Triathlon has an active and engaged following via social media. Updates from London will be shared regularly on Twitter and Facebook via:

- @usatriathlon
- @USATmedia
- facebook.com/usatriathlon

Follow the 2012 U.S. Olympic Triathlon Team

Want to be connected directly to the 2012 U.S. Olympic Triathlon Team via Twitter? Be sure to follow the athletes for their insights from London:

- Laura Bennett – @LauraRBennett
- Sarah Groff – @sgroffy
- Manuel Huerta – @trimanny
- Gwen Jorgensen – @gwenjorgensen
- Hunter Kemper – @hunterkemper

International Triathlon Union (ITU) Media Center

ITU's Online Media Center has been produced for media to quickly gather all relevant information about ITU, its events and athletes. Among the highlights of the ITU Online Media Center is the access to rights-free high-resolution photos from all major events (for editorial use only), including the Olympic Games. Media interested in accessing the Online Media Center should visit <http://media.triathlon.org> to apply for access.



About USA Triathlon



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USA Triathlon, based in Colorado Springs, Colo., is the National Governing Body for the sport of triathlon — as well as off-road triathlon, duathlon, aquathlon, aquabike, winter triathlon and paratriathlon — in the United States and falls under the umbrellas of the International Triathlon Union (ITU) and the U.S. Olympic Committee (USOC).

USA Triathlon coordinates grassroots and elite multisport events across the country and works to create interest and participation

in those programs. USA Triathlon also writes the competition rules and trains the officials for the races.

USA Triathlon's membership is comprised of athletes of all ages, coaches, officials, parents and fans striving together to strengthen the sport.

On the elite level, USA Triathlon is responsible for the selection and training of teams to represent the United States in international competitions, including the ITU World Championships, Pan American Games and Summer Olympic Games. It conducts national camps and clinics and provides coaching education programs.

On the developmental level, USA Triathlon fosters grassroots expansion of the sport, which is facilitated by the sanctioning of age-group events and triathlon clubs, as well as the certification of race directors and coaches. National and regional championships are held for triathletes from junior to senior age divisions.

USA Triathlon sanctioned 4,300 multisport events in the United States in 2011, and its annual membership total reached 150,000 multisport enthusiasts in 2011.

USA Triathlon's mission is to encourage, support and enhance the multisport experience in the United States. The organization's vision is to engage every American in the multisport lifestyle.

USA Triathlon's core values:

- We value our members and other constituents.
- We value safety, fairness, motivation and achievement in competition.
- We value fitness and health through exercise, the spirit of competitiveness and the pursuit of excellence — the multisport lifestyle.

USA Triathlon President Bob Wendling

Bob Wendling, who represents USA Triathlon's Mid-Atlantic Region, is in his second year as president of the USA Triathlon Board of Directors.

The Springfield, Va., resident was elected president for the first time in January 2011 and was re-elected to the same position in January 2012.

Wendling has been involved with the sport for more than 25 years as a competitor, certified official, Mid-Atlantic Region Council representative and Board of Directors member. Wendling served as the national board's treasurer before being elected president in 2011.

On the international level, Wendling currently serves as treasurer of the Pan American Triathlon Confederation (PATCO), an elected position.

Wendling is the co-founder and Vice President of Management Information Services, Inc., a Washington D.C.-based economic and energy consulting company. He previously worked as a Senior Economist and the Director of STAT-USA at the U.S. Department of Commerce, and as a Senior Economist with the Solar Energy Program at the U.S. Department of Energy. He co-authored the book, "The Impending World Energy Mess," published in 2010.

Wendling holds a bachelor's degree in economics from Indiana University and a master's degree in economics from George Washington University.





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USA Triathlon CEO Rob Urbach

Rob Urbach began his tenure as USA Triathlon's Chief Executive Officer in March 2011. He is the ninth CEO in the history of the Colorado Springs-based National Governing Body, which is a member of the United States Olympic Committee and the International Triathlon Union.



At USA Triathlon, Urbach spearheads the largest multisport organization in the world, which sanctions 4,300 races and connects with more than 450,000 members (annual and one-days) each year. In addition to its work with athletes, coaches and race directors on the grassroots level, USA Triathlon provides leadership and support to elite athletes competing at international events, including the Summer Olympic Games. His leadership was instrumental in the development of the inaugural ITU World Triathlon San Diego, which debuted in May 2012 to rave reviews from all levels of the multisport community.

One of the most accomplished and talented executives in the sports industry, Urbach possesses more than 25 years of proven leadership experience. A proficient age-group triathlete, Urbach joined USA Triathlon from Cortview Capital Markets where he was a Managing Director providing mergers and acquisition, advisory and corporate financial services to sports industry clients. Prior to Cortview, Urbach was Executive Vice President of Octagon, leading operations of this top global sports management and marketing firm.

During his tenure at Octagon, Urbach oversaw the deployment of the firm's resources around the world and led initiatives in many diverse markets. He also initiated, structured and negotiated numerous divestitures, acquisitions and joint ventures. Octagon owns and manages events in professional soccer, tennis, golf, athletics, motorsports, running, swimming, basketball, cricket, rugby and other sports; represents several hundred elite athletes; and manages the sports marketing investments of many major global companies.

Prior to joining Octagon in 2005, Urbach was Executive Vice President of the SFX Sports Group, a division of Clear Channel Communications. Urbach began his career in sports working for legendary agent David Falk, who represented Michael Jordan, Patrick Ewing and numerous other NBA stars. During this period he negotiated more than 300 athlete endorsement, event sponsorship, licensing, and media deals.

Urbach is a Wharton Business School MBA recipient at the University of Pennsylvania and a graduate of Centre College in Danville, Ky., where he was an All-American tennis player. He has won numerous triathlons and competed in the Ironman Kona World Championship as an age-group triathlete in Hawaii.

USA Triathlon COO Tim Yount



Tim Yount was named the first Chief Operating Officer in the history of USA Triathlon in February 2011.

USA Triathlon's longest-tenured employee, Yount has managed nearly every major program within the organization since joining the national office staff in 1989. Yount was named USA Triathlon's the Senior Vice President, Marketing and Communications in 2005 and served in that capacity until being named Senior Vice President, Sport Development in February 2010.

After an initial stint as USA Triathlon's Championship and Team USA Coordinator from 1990-92, Yount was elevated to the role of Assistant Executive Director from 1992-2004.

Yount has managed, or helped manage, the U.S. delegation at more than 50 ITU World Championships and served as Team Leader of the U.S. Olympic Team for triathlon's debut at the 2000 Summer Games in Sydney, Australia.

Additionally, he was integral to the development of several core USA Triathlon programs. He also played a key role in the creation of USA Triathlon's 10 Regions, various merchandising and retailer programs, as well as the Paratriathlon and Clydesdale/Athena Divisions at National Championship events. Yount was instrumental in founding the USA Triathlon Hall of Fame and developing the Athletes of the Year Awards.

Yount resides in Monument, Colo., with his wife, Sarah, and their 2-year-old son, Samuel.

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Indianapolis, Ind.



Kevin Sullivan
Northeast Region
Chelmsford, Mass.



Melissa Merson
Ex-Officio
Arlington, Va.

USA Triathlon Staff Directory

National Office

Chief Executive Officer: Rob Urbach
Chief Operating Officer: Tim Yount
Governance Affairs &
Human Resources Manager: Sharon Carns
Finance Manager: Deby Williams
Finance Coordinator: Sean Berkery
Finance Coordinator: Rebecca Greenwalt
Office Liaison: Susan Kovarik
Executive Assistant: Amy Drown

Event Services

Event Services Director: Kathy Matejka
Commissioner of Officials: Charlie Crawford
Event Services Manager: Terri Walters
Event Services Coordinator: Lauren Culp
Event Services Coordinator: Chad Cunningham
Event Services Coordinator: Kristi Ensign
Event Services Coordinator: Megan Weagley

High Performance

High Performance General Manager: Andy Schmitz
High Performance Leader: Jonathan Hall
National Teams Program Manager: Anna Mack
High Performance Coordinator: Jocelyn Buras
Athlete Development Coordinator: Steve Kelley
Collegiate Recruitment Coordinator: Barb Lindquist
Resident Program Coordinator & Coach: Jacob Smith

Marketing & Communications

Marketing & Communications Director: Chuck Menke
Communications & Media Relations Manager: John Martin
Marketing Manager: Jimmy Morris
Magazine & Online Media Manager: Jayme Ramson
Sales Representative: Lindsey Acer
Acquisition & Retention Coordinator: Stephanie Bird
Marketing Coordinator: Ellison Nichols
Website Coordinator: Peter Obering
Creative Services Coordinator: Charlie Jahner
Content Coordinator: Lindsay Wyskowski

National Events

National Events Director: Jeff Dyrek
Youth & Event Program Manager: Brian D'Amico
Team USA/National Events Manager: Amanda Duke
National Events Coordinator: Glenn Amos
National Events Coordinator: Rachel Leif
National Events Coordinator: Blake Zink

Operations

Membership Services Manager: Kara Thompson
Membership Services Coordinator: Cristina Byman
Membership Services Coordinator: Samantha Mehner
Membership Services Coordinator: Michelle Thomas
Business Analyst: Lauri Maloney
Lead Software Developer: Peter Torres
IT Systems Administrator: Mia Ormonde
Software Developer: Francisco Ramos

Sport Development

Coach Development Manager: Linda Cleveland
Coaching Specialty Manager: Angie Murphy
Multisport Program Manager: Liz Tucker
Coaching Certification Coordinator: Loryn Cozzi
Webinar Coordinator: Ellis Schieman
Sport Development Coordinator: Wendy Peel

2012 USAT Regional Council Chairs

Florida: Hector Torres
Mid-Atlantic: Robert Vigorito
Mideast: Jim Weaver
Midwest: Kris Swarthout
Northeast: Eric Averill
Pacific Northwest: Ann Gilbert
Rocky Mountain: Chris Bowerbank
Southeast: Richard Anton
South Midwest: Merry Prather
Southwest: Elizabeth Farnan

USA Triathlon National Office

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Hunter Kemper celebrates qualifying for his fourth U.S. Olympic Triathlon Team with the thousands of spectators in attendance at the inaugural ITU World Triathlon San Diego on May 12, 2012. Kemper is one of just three individuals to earn a start in all four Olympic triathlons.