

## Adam Joseph

- **How do your knowledge, skills, and abilities match with critical skills sets ACA's Board has identified?**

For the last 30 years, I have been a career entrepreneur and operating executive in software technology. In this capacity, I have personally raised over \$50 million in investment capital and managed an organization of 1,000 employees serving a large global consumer base and deriving significant shareholder value. My past experience includes innovation in software development, network security, on-line travel, corporate compliance, and human resource management. Suffice to say, as a business executive, I have significant background in finance, information technology, and human resources. More importantly, I understand how to apply these skills to deliver value to our membership base and help make ACA a more relevant, financially stable, and forward looking organization than it is today.

Well before my business career, my first love has been the water. I have been a committed canoeist, diver, fisherman, sailor, and swimmer for most of my life. As a young athlete, I was a competitive swimmer, sailor in Hobie 16, and Sailboarding. Later, I focused my skills in education during college where I was a research SCUBA diving instructor at UC Berkeley and sailboarding in Dewey Beach. My passion for whitewater canoe and kayak began later in life – first as a recreational sport with my (now) wife, then as adventure sport across North America and across four additional continents, and for the last decade as a dedicated parent supporting two children that grew up in the sport as both recreational and competitive paddlers.

In the latter capacity, I have served as driver, fundraiser, instructor, judge, recruiter, scoring official, travel agent, and proud dad. I was a financial supporter of our USACK and BCE since the mid-1990's and during our local club's transition to Potomac Whitewater, I joined its governing body where I am now a Director and Vice President. Thanks to the dedication of our board and commitment of our members, we have raised six figures in donations, hired a full-time coach and a cadre of part time assistants, hosted national competitions and most importantly maintained a strong recruitment program that boasts 25% of the senior national slalom team, 50% of the junior national slalom team, and a more than a dozen (and growing) young paddlers that are learning to race canoe slalom. Certainly, my experience enlisting and organizing volunteers, raising funds, and expanding our community are all critical skills that I bring to the ACA.

- **Which of ACA's major tenets (instruction, recreation, competition and stewardship) do you feel is most important? Why?**

From my own experience, recreation is the most important tenet. By fostering a community of passionate paddlers, it is quite easy to recruit instructors and facilitate those that wish to test their skills in competition. Furthermore, our stewardship to protect our waters and access to them, can only come from those who regularly experience the magic on the water and wish to share it with others. Furthermore, despite the current popularity of the sport, it is critical that we continue to grow membership base by ever expanding the recreational community once committed to introduce them to the many aspects of the sport.

I truly believe that I can bring value to all of the tenets of the ACA as I have the requisite passion and experience in each of them. That said, I believe that competition, particularly at the national and international level are not effectively represented with our current board and would most benefit from my experience and commitment to competitive slalom.

- **How will you serve all of ACA's diverse membership?**

I will first and foremost respect the responsibility as a Director as fiduciary to responsibly manage the funding and professional leadership of the organization to make sure that we are effectively meeting the expectations of our members and delivering on the promise that ACA has made to them as its primary source of funding and direction. I would also dedicate the time to better understand the broader membership base by participating in regional events and activities to truly understand our community and how we can both increase involvement and commitment to the ACA. Finally, as I have done with other my other non-profit passions including Potomac Whitewater, American Chestnut Land Trust, and The Lab School of Washington I will implore my fellow members to follow my example and donate their time and money to investing in our future.

- **Please list your top three priorities if you are elected to ACA's Board.**

- 1) Focus on how ACA can grow its endowment by expanding its current revenue base from insurance and instructors certifications to both increase and evaluate how corporate sponsorships and local government collaboration can increase income and influence of ACA.
- 2) Better integrate the NGB aspects of the ACA into the broader organization to increase the competitive community that could participate in sprint and slalom, meet the expectations of USOC and ICF as NGB, and to help ACA play a leading role in the survival and success of canoe/kayak in the 2028 Los Angeles Olympics.
- 3) Help to rebuild the presence and professional staff at ACA to support our commitments to the membership base and broader community. This must include hands-on experienced leadership and administration staff, development of an operational website, effective social media outreach, and partnerships to create new income sources and member benefits (ideas include an adventure travel partnership, expansion of insurance initiative and other services to members and regional clubs).

- **Do you have any conflicts of interest that would impact your ability to serve on ACA's Board? Conflicts include any area where a Board members action or service on the Board might reasonably be expected to create benefit for themselves or a family member that they would not otherwise gain.**

First, I am currently a Director at Potomac Whitewater Racing Center, which is one of the largest regional clubs dedicated to whitewater canoe slalom in the ACA community. I am prepared to resign my Director role at PWRC if confirmed as an ACA Director if this is perceived as a conflict.

Secondly, my son Joshua Joseph, is a member of both the Senior National team and Junior National team for K1 Slalom since 2016. To date, he has not received any financial support from the ACA, but this should nonetheless be disclosed to voting members as his experience as a competition member of ACA has certainly influenced my desire to help our association improve.