

John Traendly

- **How do your knowledge, skills, and abilities match with critical skills sets ACA's Board has identified?**
 - Fundraising and Finance – Early in my career I was a CPA in a systems consulting practice. In that role, I implemented financial systems and reviewed internal controls for clients. Later in my career, I was the CEO and a Board member for several small to medium sized technology startups. In those roles, I worked with corporate and venture capital investors. More recently, my role in fundraising has been as a donor, including scholarships for veterans, a Veterans Resource Center, collegiate outdoor recreation programs and the ACA.
 - Information Technology – I was an executive in large complex technology environments (Federal Express and Ryder Logistics), technology consulting (Accenture) and small technology startups. The technology startups focused on information technology services for air freight carriers, freight forwarders and online logistics benchmarking. Currently, I am leading a project to modernize course reporting for ACA's instructor community, including course registration, candidate evaluations, course evaluations, automated workflow, quality assurance, instructor retention and statistical analysis.
 - Human Resources – My experience in human resources has been primarily in the hiring, training, evaluation and retention of technology managers, sales managers and software developers.
 - Legal Knowledge – While not an attorney, I have handled the incorporation responsibilities for two non-profit corporations and one for-profit corporation. Regarding the non-profits, the applicable documents created and filed included Name Registration, Articles of Incorporation, Notice of Intent, Application for Employer Identification Number, IRS Application for Recognition of Exemption, State Tax Exempt filing, Bylaws, Board Minutes, Corporate Records book, and subsequent annual registrations and tax filings.
 - Olympic and Paralympic NGB Operations – I do not have experience in this area, but I would be interested in learning how these operations function and their support requirements.
- **Which of ACA's major tenets (instruction, recreation, competition and stewardship) do you feel is most important? Why?**

I feel all of these areas are important. However, if instruction is defined to include safety, paddling skills, paddling knowledge and leadership, I feel that area is the most important. To the extent we can save lives and reduce the risk of injury for our non-voting event members, regular members and instructor community, we have added value to the largest number of paddlers.

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

The first step will be to understand the needs of each of the ACA's constituencies, particularly in those areas where I am not currently a participant, and then allocating resources as fairly as possible to meet those needs.

- **Please list your top three priorities if you are elected to ACA's Board.**
 1. Ensuring the ACA has a well thought out plan for addressing current responsibilities, prioritizing opportunities and allocating resources.
 2. Ensuring that the ACA is financially sound with appropriate cost controls, maximized revenue and timely financial reporting.
 3. Implementing efficient and effective back office operations that include automation and an upgraded Internet presence, where appropriate.

- **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.**

I have no current or potential conflicts of interest. My support for the paddling community is done on a volunteer basis. I receive no income from my instructor activities. My financial involvement is as a charitable donor only. My other activities, primarily in support of student veterans, is also on a volunteer basis only.