

Your Name: Joseph Reo Current MAFW President

Office You Seek: President (2nd term)

How long have you been a member of the Club? Please specifically identify the ways in which you have served the Club during your time as a member. (150 words maximum)

I have been an active member of the club since 2013. Acting as President is my first official role in the club. I am currently a C/C+/B ride leader and have been leading rides for more than five years. I have also been an active volunteer with the Ramble for most of my tenure. At the Ramble I have held various roles over the years which include but are not limited to: Safety Coordinator, Start Control, Ride Tester, Ride Support as well as SAG.

Why are you running for this particular Office? Please specifically identify what you would like to accomplish in this Office and how you propose to accomplish it. (150 words maximum)

The most significant issue affecting the club is the average age of our riders. If not addressed, it will make this club unviable in the medium-to-long term. Our core members have grown older and new members are harder to obtain due to increased competition. Bike clubs have become more fragmented, and several smaller startups are focusing on the younger, faster riders that we need.

The Board has made progress on this issue over the last several years but there is a lot of work to do to modernize the club and I want to be President to continue this work. Our membership is relatively flat year over year for the nine months ended September 30, 2024, and 2023, respectively through active marketing and the development of rides and time slots that attract 30–50-year-olds with active lifestyles. These are areas where I believe I can help make a difference.

(Optional) This is a space where you can tell the Club members anything you want them to know about you. (150 words maximum)

I was the acting Chair, and I am currently the financial expert on the board of The Easter Seals of NJ of one of the largest not-for-profits in the state. During this time, I helped transform this organization into an organization that is financially sound, nimble and reactive to the market while steadily increasing its customer base.

I consider this club as family; you were there when I had my accident. I look forward to paying the club back.

The club has had financial issues in the past but that is no longer the case. Now that we have a foundation, we are just beginning, and the future is bright. The club will now focus on customer acquisition over the next several years while continuing to serve our current base.