

Your Name: Lisa Gentile
Office You Seek: Membership Coordinator

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.

I joined MAFW in the Summer of 2010. Lifelong runner, I got my first road bike (other than the 1976 Raleigh Record I rode as a kid) earlier that year, pretty quickly became hooked, and wanted to try out group rides.

I'm an occasional Ride Leader, and volunteered with the Ramble for several years. Had tons of fun with good friends making tons of peanut butter and jelly sandwiches at the Far Hills Rest Stop ☺

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.

Not actually running. I was nominated by the Committee. This club has given much to me over the years (great exercise, gorgeous scenery with challenging routes, interesting people, and good friends). I'd like to be able to give back.

We all know the club's membership is dwindling, especially since the onset of the pandemic, by factors outside, but also within its control. Feedback suggests that the club has a reputation for being predominantly an older, slower, and less fit group and that may be contributing to this decline.

While the club values our diverse range of cyclists, it's important to ensure that our club is seen as welcoming and inclusive to all skill levels and ages. We may be able to attract and/or bring back middle to higher skill level riders.

I propose that we consider initiatives aimed at revitalizing the MAFW image, such as:

1. **Bring back regularly scheduled B and B+ rides:** Encourage riders at that skill/fitness level to lead those paces rather than join available C rides. Remember that the ride schedule is public and currently not attracting new members at that level for lack of those rides.
2. **Provide incentives/rewards for members who recruit new members:** Basically "tell a friend". For instance, give a free one-year membership for recruiting 5 new members who actually join. Also, offer incentives like discounted membership rates for students.

3. **Highlighting Success Stories:** Use the website to publicize testimonials from members who have improved their fitness or skills through riding with the club to attract like-minded new members.

Let's work together to ensure this club is perceived as a vibrant space for cyclists of all levels.