



# WELCOME

11:30am - Networking & Lunch  
12:00pm - Program



PRESENTING SPONSOR

**Amway**

THANK YOU!



**GRAND RAPIDS**  
**TRIATHLON 2022**

 **Huntington** #DISCOVERADA

A **TRIS4HEALTH**™ EVENT

# Michigan's Largest Independent Triathlon

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PRESENTED BY: JON CONKLING  
GRAND RAPIDS TRIATHLON RACE  
DIRECTOR  
OWNER, TRIS4HEALTH

# What is Grand Rapids Triathlon?

# GRAND RAPIDS TRIATHLON 2022

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**Grand Rapids Triathlon (GRTri) is a two-day swim, bike, run event on June 10<sup>th</sup> & 11<sup>th</sup> in Ada Township.**

Since 2011, we are the premier and largest independent triathlon in Michigan and host to 5 USA Triathlon National Championships and numerous USAT state championships.

We also host a Youth Duathlon as part of the event for kids 6-11.



# Who are our athletes?

## GRAND RAPIDS TRIATHLON 2022

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**Triathletes are upper-income earners, highly educated, responsive to marketing, and a mobile segment.**

- Average household income is \$161,300.
- Triathletes spend an average of \$3,500 on sporting goods and athletics per year.
- 40-44: median age of a triathlete with almost a 50/50 split between men and women at this event.

**Where do  
they come  
from?**

# GRAND RAPIDS TRIATHLON 2022

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**GRTri has a national reach with a strong regional base.**

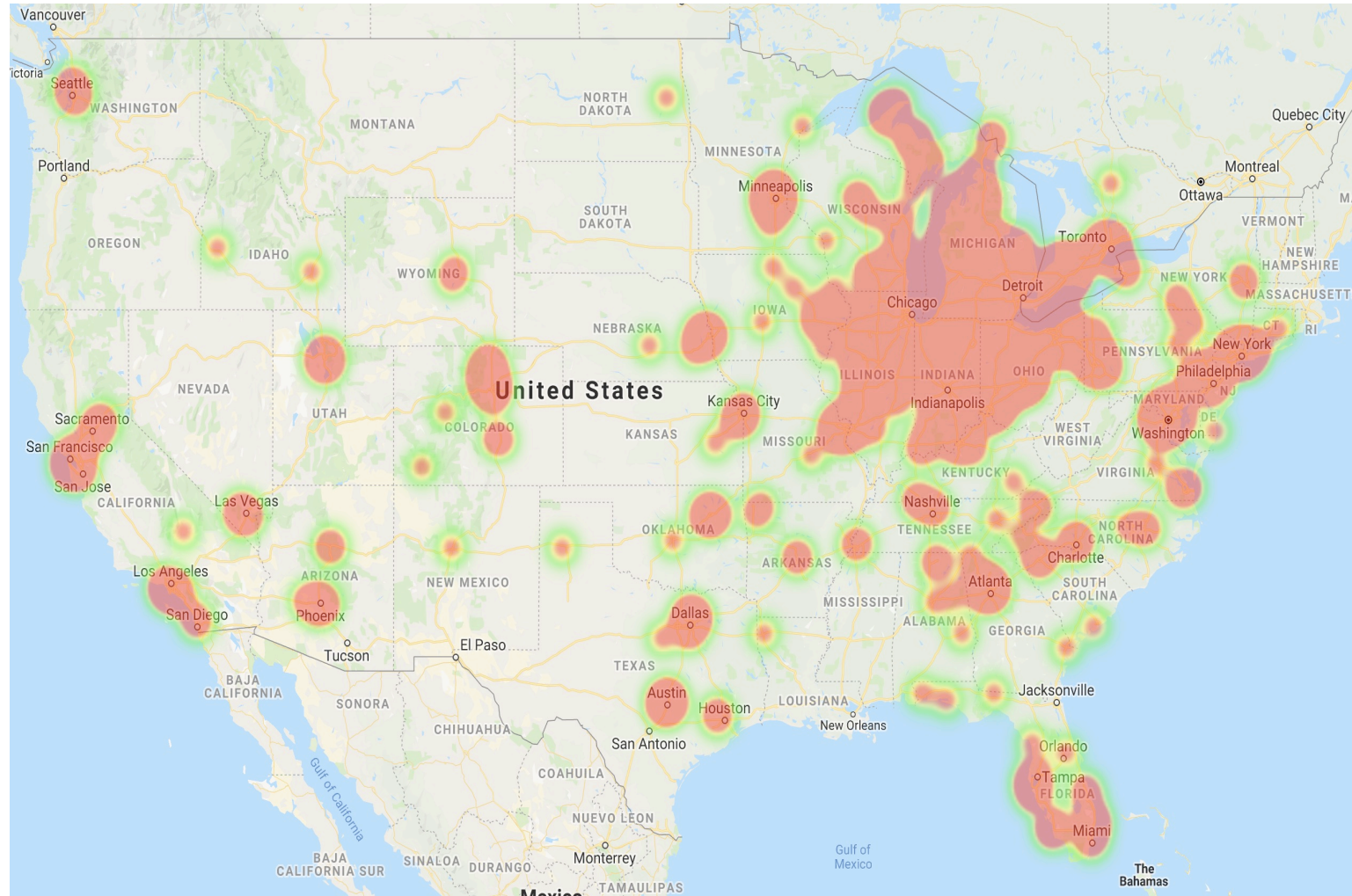
- We attract athletes from 41 states and multiple countries including Canada, Argentina, Brazil and the Netherlands.
- 60% of our athletes are within 50 miles of the Grand Rapids area.
- 1,500–1,900 athletes
- 2000+ spectators
- 300–400 volunteers

Where do  
they come  
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# GRAND RAPIDS TRIATHLON 2022

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# What makes GRTri unique in West MI?

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## Hosting multiple distance events increases athlete participation

- Only event to host long-distance tris as well as newbie-friendly distances catering to all levels of participants.

## We are the only two-day event

- Hosting over an entire weekend gives unprecedented sponsorship exposure to our athletes.

## USAT Championships

- Often chosen to host USA Triathlon state, regional and national championships due to our highly respected event.

## Year-round marketing

- We communicate via social media, email marketing, traditional media outlets (TV, Radio) and live events throughout the year.



# Thank You!

**Jon Conkling**

Email: [jconkling@tris4health.com](mailto:jconkling@tris4health.com)

Phone: 616-920-9345



Saturday, May 20, 2023

10AM - 2PM

- Donate items to the Discover Ada/ABA swag bags given away at the event
- 200 items by May 5th
- Host a kid/family activity at your business

# ANNUAL MEETING

**May 18, 2023**

Board Elections

Bylaw Update

Member Dues

# WHAT IS LION & RABBITS CENTER FOR THE ARTS?

We are a non-profit organization made up of a collective team of artists with the mission of creating a better path for local artists to achieve successful freelance careers in the arts.



# MISSION

Create prosperous opportunities for artists to achieve and sustain a fulfilling freelance career

# VISION

Prosperous, creative independence for all.

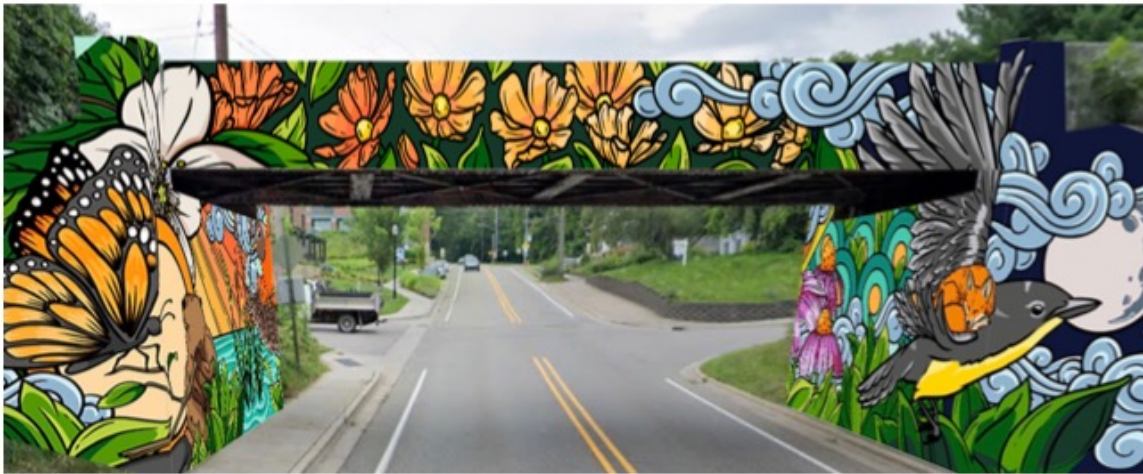
# WHAT WE DO

LRCFA programs public art projects, events, and development workshops to bring opportunities and professional skills to emerging local artists and create a supportive and sustainable arts community.



To begin in May...

# ADA RAILROAD MURAL PROJECTS 2023



Ada Drive RR – **Artist: Christina Hutten**



Thornapple River Drive RR – **Artist: Dave Battjes**





## APRIL MEMBER LUNCH & LEARN

THURSDAY | 04.20.23 | 11:30AM - 1PM

**Fostering True Diversity & Inclusion at Work**



**Amber Snow**

Guest Speaker



**Jennifer Pascua**

Moderator



**Ken James**

Guest Speaker

# Defining DEIB

## Diversity:

- The differences that make each of us unique.

## Equity:

- Seeks to ensure fair treatment, equality of opportunity, and fairness in access to information and resources for all. We believe this is only possible in an environment built on respect and dignity.

## Inclusion:

- Builds a culture of belonging by actively inviting the contribution and participation of all people.

# Defining DEIB

## Belonging

- The positive output of doing our diversity, inclusion and equity work well.
- It's the emotional connection we have when we truly believe, feel and trust that we can be and bring our whole selves to work, resulting in increased engagement and stronger connectivity to our teams and to the broader organization.

# Next Steps

- **Follow the Data**
- **Make DEIB an Inside Job**
- **Establish Clear Actions with Accountability**



# Fostering True Diversity & Inclusion At Work



LESSONS LEARNED



BEST PRACTICES

# ANNOUNCEMENTS

- **ABA Coffee & Conversation - April 25th @ Ada History Center**
- **ABA Happy Hour - May 10th @ MudPenny**
- **ABA May Lunch & Learn - May 18th**  
**Environmental Sustainability - Michelle Meulendyk-Yost**  
**Annual Meeting**
- **Member Announcements**