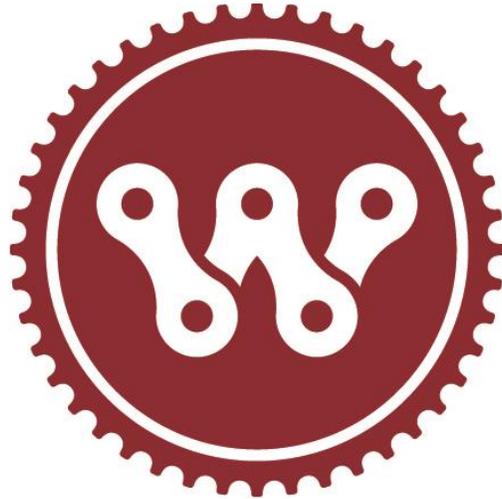


# Introduction to the



**WISCONSIN  
BIKE FED**



**For New and Prospective  
Board Members**

## OVERVIEW OF THE WISCONSIN BIKE FED

Founded in 1988, **THE WISCONSIN BIKE FED** is one of the country's largest and most effective statewide bicycle advocacy and educational organizations.

The Wisconsin Bike Fed works with partners, supporters and its members statewide to make bicycling convenient, safe, accessible and fun.



### Quick facts about the Wisconsin Bike Fed:

- **Mission:** To inspire, motivate and unite a strong community of civic, business and political leaders, motorists and bicyclists to move bicycling forward.
- **Vision:** To make Wisconsin one of the world's best places to ride a bike, where millions of residents and visitors of all backgrounds choose bicycling as an integral and convenient part of their daily life.
- **Organization type:** 501(c)(3) nonprofit organization.
- **Executive Director:** Dave Cieslewicz
- **Staff:** roughly 12 full-time, up to 12 part-time/seasonal employees. The Bike Fed has offices in Milwaukee and Madison; and regional staff located around Wisconsin.
- **Membership:** roughly 6,000 dues-paying individual members across Wisconsin.
- **Budget:** roughly \$1.5 million.

For more information about the Wisconsin Bike Fed, please visit: [www.wisconsinbikefed.org](http://www.wisconsinbikefed.org)

## GOALS OF THE WISCONSIN BIKE FED

The Bike Fed has a big, ambitious statewide agenda:

- To help more Wisconsin cities and towns become certified [Bicycle Friendly Communities](#).
- To help Wisconsin develop awesome mountain biking destinations.
- To help develop an intra-state system of connected bikeways.
- And most of all, to help more Wisconsinites discover and choose the simple joys and myriad benefits of riding a bicycle.

To advance this agenda, the Wisconsin Bike Fed needs to continually grow its statewide reach, its membership, and its funding base.



## ABOUT THE BOARD OF DIRECTORS OF THE WISCONSIN BIKE FED

As a 501(c)(3) nonprofit organization, The Wisconsin Bike Fed has a volunteer Board of Directors.

To fulfill its mission, the Bike Fed relies on a diverse Board of Directors with high-level expertise and connections in the private, public, and nonprofit sectors.

The Bike Fed looks to its Board to help the organization strategically grow its reach and advance its statewide agenda. To help take the organization to the next level as Wisconsin's statewide leadership voice of bicycle advocacy and education. To forge alliances, plan strategy, open doors to new opportunities, and increase the organization's financial resources.



### **Quick facts about the Wisconsin Bike Fed's Board of Directors:**

- **Size:** Up to 21 Directors.
  - 12 elected by membership.
  - Up to 9 appointed by the Board.
- **Term of office:** 3 years.
  - Term limit: 3 successive 3-year terms.
- **Desired qualifications:**
  - Commitment to bicycling, in alignment with the organization's mission, vision and goals.
  - Knowledge of bicyclists' concerns and ability to craft solutions.
  - Service experience as a leader in a business or non-profit organization.
  - Membership and participation in Wisconsin Bike Fed activities and programs. (Prior membership is not a prerequisite for consideration for Board service. But Directors are expected to join the organization as members, and to become involved in its programs and events.)

- Professional-level skills in a field of use to the Board and Wisconsin Bike Fed. Desired skill sets may include: executive management, fundraising, advocacy, education, marketing, communications, finance, human resources, board and staff development, or legal background.
- An ability and willingness to bring substantial resources to the Wisconsin Bike Fed.



- **Expected time commitment:** Directors are expected to ...
  - ... attend a handful of Board meetings per year (generally on weekday evenings), in person or by phone;
  - ... take a couple days off per year for Board retreats and similar events;
  - ... and be active participants in Board committees, discussions, and occasional projects.
  - Directors are also expected to be goodwill ambassadors, attending Bike Fed events and participating in Bike Fed programs and activities.
- **Financial expectation:**
  - Directors are expected to make a financial contribution at a level that is meaningful to them, and to engage in fundraising activities that will make a financial contribution to the organization.
  - Directors are not expected to make a financial contribution of any set amount. There is no financial “means test” for service on the Board.
  - The “engage in fundraising activities” expectation is defined broadly to include anything that attracts financial resources to the organization.

Directors can fulfill this expectation in a range of ways, including: recruiting new members, donors, sponsors, and paid event attendees; making in-kind contributions of goods or services; organizing their own fundraising events; paying for event attendance, silent auction items, merchandise sales orders, etc.



- **Current Board of Directors:**

- <http://wisconsinbikefed.org/about/board/>

# INTERESTED IN LEARNING MORE ABOUT SERVING ON THE BOARD OF DIRECTORS OF THE WISCONSIN BIKE FED?



## To Learn More, please contact:

- **A member of the Executive Committee:**

- |                                 |                |  |
|---------------------------------|----------------|--|
| ○ Ted Galloway, Chair           | (920) 886-2330 | <a href="mailto:tedgalloway@gallowaycompany.com">tedgalloway@gallowaycompany.com</a> |
| ○ Bill Koch, Vice Chair         | (414) 534-4501 | <a href="mailto:bkoch54@sbcglobal.net">bkoch54@sbcglobal.net</a>                     |
| ○ Clay Griessmeyer, Secretary   | (608) 320-6710 | <a href="mailto:clay@griessmeyerlaw.com">clay@griessmeyerlaw.com</a>                 |
| ○ David Jablonowski, Treasurer  | (414) 721-2684 | <a href="mailto:david.j.jablonowski@ge.com">david.j.jablonowski@ge.com</a>           |
| ○ Dan Goldberg, Asst. Treasurer | (414) 352-0900 | <a href="mailto:deg@danielegoldberg.com">deg@danielegoldberg.com</a>                 |
| ○ Peter Gray, At Large          | (608) 232-2650 | <a href="mailto:phgray@gmail.com">phgray@gmail.com</a>                               |
| ○ Melissa Vernon, At Large      | (262) 490-1451 | <a href="mailto:melissakvernon@yahoo.com">melissakvernon@yahoo.com</a>               |

- **The Executive Director:**

- |                   |                |  |
|-------------------|----------------|--|
| ○ Dave Cieslewicz | (608) 251-4456 | <a href="mailto:dave.cieslewicz@wisconsinbikefed.org">dave.cieslewicz@wisconsinbikefed.org</a> |
|-------------------|----------------|--|

- **Or a board member you know.**

**Thank you!**