

"What did you take away from this year's conference?"

"Following a year of flat event participant attendance, a major focus is engaging athletes outside the traditional triathlon event. From training to social to completely new types of events, many businesses are looking for new ways to interact with athletes and generate new revenue. This is a change from previous years when the focus was more on growing main event participation and for big companies, acquiring events."

-Jeremy Duerksen, CMO, Training Peaks

"As a new addition to the triathlon business community, I found TBI to be an inspiring, educational and extremely worthwhile experience. To have the opportunity to meet and share resources with the leaders in our sport (whether at the 'speed networking' session or any number of really delicious meals) was invaluable. And on top of it all, to meet and be inspired by Andy Potts, Gary Hall, Jr., Jordan Rapp, Kathleen McCartney Hearst and Julie Moss? Priceless."

Sarah Hartmann, Owner of Race2Rebuild

A Golden Year

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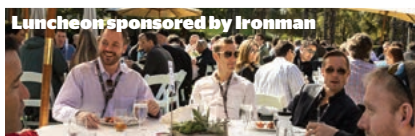
Industry leaders gathered last week for the third annual Triathlon Business International Conference in San Diego. From an impressive lineup of keynote speakers to the wide range of panel topics, the conference was once again successful in leading productive discussions and shaping the coming year in triathlon. Attendees, which included notable figures in the sport such as Andrew Messick (CEO, Ironman), Scott Dickey (CEO, Competitor Group) and Rob Urbach (CEO, USAT), had networking and celebration opportunities at the Competitor Group Welcome Reception and the Monday night ACTIVE Network Awards Banquet. After this year's conference, one thing is clear—exciting things are to come in 2013!



ActiveX Workout



Orbea test rides



Luncheon sponsored by Ironman



Julie Moss, Jordan Rapp & Kathleen McCartney Hearst



Dan Empfield & Phil White

Panel Highlights



Turning Sweat Equity Into Gold: Mergers and Acquisitions

"The Mergers and Acquisitions discussion

enlightening, not for the deal discussion but in that each of the companies represented were focused on the larger challenge the industry faces—driving growth in participation. This is one of the key themes coming out of the conference and now TBI has the opportunity to lead that discussion and craft the direction of the industry as we all collectively strive to bring more athletes to world of triathlon."

-Scott Dickey, President and CEO, Competitor Group, Inc.



Fool's Gold: Rules, Regulations, and Drug Policies panel

"I think in order for us to stay drug free, it's going to take a concerted

effort on multiple fronts. Race directors and pro athletes need to put pressure on our governing body to increase testing, especially out of competition. We all need to be educated on what is or isn't currently being done and then figure out where we want testing to be. Too many athletes are ignorant to what goes on."

-Charlie Patten, President, Revolution3 Triathlon



Gold Standards of Safety: Water Safety and Emergency Management

"The water safety panel just

reinforced that the swim is the barrier to entry and how can we, as race directors, manufacturers and industry leaders, better grow the sport through swim clinics, better marked courses and overall water safety programs."

-Molly Quinn, VP of Triathlon Events, Competitor Group, Inc.

THE GOLD STANDARD

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"MINING TRIATHLON GOLD"
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TRIATHLON BUSINESS INTERNATIONAL INAUGURAL GLOBAL TRIATHLON CONFERENCE

September 9-12, London

The first worldwide conference for the sport of triathlon will be held during the week prior to the ITU Triathlon World Championships Grand Final to be held at Hyde Park.

Inside Triathlon's "Parting Shot of Manny Huerta" by Nils Nilsen won the award for Best Triathlon Published Image at the ACTIVE Network Awards Banquet.



"Triathlon is a fantastic lifetime sport. I plan to be racing in my 70s. If I've got good limbs and a good heart by that point, I'll be out there." **-Andy Potts, professional triathlete**



"We ran out of money so much it was ridiculous." **-Cervélo CEO Phil White, who baked bike frames in his roommate's oven early on in his career.**

