

Ladies and Gentlemen,

01/19/10



Over the past six months, we have talked extensively about focusing our efforts on improving the customer experience for our members. We developed key initiatives for 2010 and beyond during our planning process with that experience in mind. I want to share with you today one of our most important and exciting initiatives for this year.

Based on extensive feedback from our members and our desire to better control the interaction and dialogue with our members up to and at our National Championship events, we determined we need to create an online registration system for our USA Cycling owned properties, which comprises our National Championships. We need this for a number of reasons and here are just a few:

1. Ultimately, all National Championships and the associated member experiences are the responsibility of USA Cycling. We want to control the quality of as many touch points as possible including online and onsite registration.
2. Many of our National Championships include a qualifying system that USA Cycling manages. That data is created and updated by USA Cycling throughout the year and will be easily integrated into the online registration system for those events that require qualification.
3. All National Championship information and registration will be on USA Cycling's website. No need to link to or go through a third party.
4. Members' updated license information – category, club, address, etc. – is housed in USA Cycling's database so riders will be able to address upgrade or other pertinent questions on the USA Cycling website when they register for National Championships.
5. No need to create a separate profile on a third party online registration system.
6. The entry fees will go directly to USA Cycling where we can work more efficiently and quickly with National Championship organizers on cash flow to support the event.

Right now we are on track to launch the USA Cycling online registration system for the USA Cycling Collegiate National Championships in early May. In preparation for that launch, which will be in early April, we need to perform tests at actual bike races prior to Collegiate Nationals. Thanks to the cooperation and support of [Tim Molyneux](#) and the Florida Cycling Association, USA Cycling will conduct the first test of its online registration system for the Race for Humanity in Dade City, FL, Feb. 13 & 14.

By way of this note, I wanted to give you all a heads up before we launched this important project as I imagine it will create some questions and discussion once we activate the online registration system for the Race for Humanity in the next 24 hours. As I previously stated, this is a test and we will be interested to receive the feedback from Tim and the participants. We are continually making enhancements and changes to the system and I'm sure that will continue as we develop this system.

I have also attached the Frequently Asked Questions document we developed for this event for your information.

Please don't hesitate to contact me, [Sean Petty](#) or [Theresa Johnson](#) if you have more questions about this

Sincerely,

Steve Johnson