

**American Birkebeiner® Ski Foundation, Inc.**  
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**2020-2021**  
**American Birkebeiner Ski Foundation**  
**Board Candidate Profile Information**

**Dear ABSF Board Candidate,**

This is your opportunity to introduce yourself to the members of the ABSF. Your contact information and answer to the following questions will be shared with all eligible voting members prior to the election that runs from July 1 – 28, 2020. Please submit your profile electronically in Word format to [board@birkie.com](mailto:board@birkie.com) by 5:00 pm CST on June 24, 2020.

**Candidate Name:** Bill Brown

**Address:** \_\_\_\_\_

**City:** St Paul **State:** MN **Zip:** 55105

**Home Phone:** 651-698-0518 **Other Phone:** 912-749-9421

**Email Address:** webrownjrmn@gmail.com

**Years of Membership in the ABSF:** 2

**Occupation:** Retired VP The Toro Company

**Signature of Candidate:** \_\_\_\_\_

## ABSF BOARD OF DIRECTORS CANDIDATE PROFILE

**Please respond to the following question (feel free to use additional space).**

*Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?*

Since first skiing the Birkie in 1989, the race has become an annual focal point for my family and me. I'm running for the ABSF Board to help continue the current momentum in making the Birkie not only the finest ski race in the world, but also a leading brand focused on supporting and encouraging healthy lifestyles. I will bring to the Board 30 years' experience in marketing and strategic planning, non-profit board involvement and a passion for cross country skiing with perspectives as skier, parent, and fan.

I moved to Minnesota in 1987 and learned how to cross-country ski with the American Lung Association (ALARC). The next year I skied my first Birkie and was hooked. I helped teach others to ski and train for Nordic races the next few years with ALARC, making many good friends along the way. Like many of you, I discovered that most Nordic skiers are great people and we have a special bond (maybe it's all the crazy weather that we endure to follow our passion.)

I have now completed 27 Birkies and 2 Kortelopets and keep signing up each year for more. It's also become a family event as my wife Karen and our three adult boys have all skied numerous Birkies and too many Korties to count as they grew up. I also have a unique perspective having completed all 20 of the Worldloppet races around the world. This will help me bring a deep understanding of what works and what doesn't in other major races as well as experience building international relationships.

Most of my professional career focused on marketing, strategic planning and general management at The Toro Company and General Mills. Under Ben's leadership, the Birkie has done an excellent job in both improving the race experience for skiers and building the Birkie brand. I look forward to help continue drive this momentum. Additionally, I feel I will be able to help with strategic planning which is important for the long-term health of the organization. This must be done in keeping with the mission of the ABSF.

Over the last ten plus years I have been involved in leadership positions on several non-profit boards helping on overall policy topics and more importantly on strategic planning issues. On the board of the National Golf Foundation (NGF) I was the Treasurer and helped think through new opportunities for the organization to pursue. I am currently a board member and past vice president of Northern Star Scouting and recently worked to help create our four-year strategic plan. I also continue to serve on the board of the Toro Foundation where I helped develop our Land Water Thrive initiative to coordinate volunteerism and charitable partnerships for Toro domestically and internationally.

In summary I'd like to ask for your support and vote. Together, we can keep the Birkie a special trail, race, and lifestyle that we enjoy and share with friends, family, and members of the community.

Thank you,  
Bill Brown

**You must be a current member of the ABSF to run for the Board. If not a current member, you may become a member by visiting [www.birkie.com/membership/](http://www.birkie.com/membership/) or [clicking here](#). All nomination forms must be received in the ABSF office by no later than 5:00 pm CDT on June 24, 2020.**

Again, thank you for your interest, and we look forward to receiving your Candidate Profile and question responses.