



# 2023 League Board Candidates







# Christine Acosta



Christine Acosta is committed to improving and growing active transportation through safety advocacy and consulting. She's attended the National Bike Summit eight consecutive years and been a speaker four times. She credits the League with helping her gain a deeper understanding of inequities in transportation and the need for greater diversity and inclusion, key issues facing our world. She has demonstrated her commitment to improving bike advocacy diversity, equity, and inclusion, (DEI), by sponsoring people of color for Summit attendance and LCI accreditation year over year.

Christine was a founding member, and remains on the board, of non-profit Walk Bike Tampa, which is credited with the meaningful policy implementation of Vision Zero, code updates improving bike parking and sidewalk requirements, and a host of annual events.

She launched the woman-owned social enterprise Pedal Power Promoters, LLC, in 2014. The firm works with public and private enterprises on a variety of initiatives aimed at improving bicycle-friendliness and micromobility. She has created four custom Bicycle Friendly Business<sup>(sm)</sup> (BFB) programs and assisted over 125 businesses and organizations attain the League's BFB designation.

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# Christine Acosta

Bicycle advocacy career highlights include recipient of the League's Susie Stephens Joyful Enthusiasm Award, 2018, and Coast Bike Share Most Valuable Partner and Brand Champion of the Year. She has ridden bikes in 30+ cities in 10 countries.

Acosta has been published or cited in the Tampa Bay Times, APA magazine, Urban Land, American Bicyclists, League of American Bicyclists Blogs, Creative Loafing, The Outspoken Cyclist Podcast, and The Emotional Infrastructure of Places, by Peter Kageyama. She serves on the boards of non-profit Walk Bike Tampa and the regional coalition Bike/Walk Tampa Bay.

Acosta was also the owner of Tampa Bike Valet, which was sold to Two Wheel Valet in 2017. She has ridden bikes in over 30 cities in 10 countries. Pedal Power Promoters, LLC, is a City of Tampa certified Small Local Business Enterprise (SBLE) and Woman Business Enterprise (WBE).

Acosta is a graduate of Hillsborough Community College and the University of Tampa, where she obtained her Bachelor of Arts in Communications, with Minor studies in Government and World Affairs, Magna cum laude.

Prior to her work in transportation and advocacy Acosta had decades of experience and success in hospitality, travel management, and finance with Marriott Corporation and American Express.





# Trisha Ballakur



Through my work as CTO of Pointz, a safer bike-mapping app, I've learned about the experiences of hundreds of people who bike from all over the U.S. These riders of different ages and experience levels, use their bikes for all purposes and share a common need: they want to feel safer while riding. This is something I've experienced first-hand while becoming an active rider during the last two years. Combining this understanding with my background in mapping technology and entrepreneurship, I am confident that I can bring a unique perspective to the League's Board.

As a recent Gen-Z college grad, I understand the urgency of younger people wanting to reduce their carbon footprint and change society's car-based culture. Bikes are a pivotal part of how we can make this change, and I see my work on Pointz as progress towards helping people live car-lite. Further, being a young woman of color, I understand how important it is to encourage more people who look like me to join the bike community. From analyzing hundreds of bike maps, I believe that there are ways to improve the infrastructure disparity that is present in our communities and inclusion is one of the ways to solve that.



# Maria Boustead



I wish to continue to serve on the League Board because I am passionate about the League's mission to create a bicycle friendly America for everyone. I believe that my professional experience as Founder and CEO of Po Campo bike bags serves the League well because not only am I active in the bike and outdoor industries but have a design, strategy and entrepreneurial background that is well suited to a growing organization like the League. Since joining the League Board, I have served on the Programming, Finance, and Fundraising committees and am currently Treasurer. In these roles I have leveraged my network to connect the League to potential sponsors, donors, and partners; I have collaborated with Board members on fundraising plans and have been a top fundraiser during annual campaigns; and I have advised staff on other design and marketing matters. Please vote for me so that I can continue this work on your behalf!



# Jimmy Hallyburton



Jimmy Hallyburton was born and raised on a dairy farm in Boise Idaho. “Be home by dinner,” and “be kind to others,” are the only rules he remembers growing up with. After fighting wildfires on a Forest Service Hotshot crew and attending Boise State University, he created a nonprofit called the Boise Bicycle Project (BBP) in 2007. As BBP's 16-year Executive Director, he has helped fix and distribute over 20,000 bicycles to families in need, and has made the organization nationally known for its programs that serve incoming refugees, incarcerated individuals, and families experiencing homelessness. In 2018, he created Boise Goathead Fest, a community building event that has grown into one of America's largest bicycle festivals. Jimmy was elected to Boise City Council in 2019. In 2021, he led a Bicycle Pathways Master Planning process that set in motion 112 miles of off-street walking and biking pathways across Boise's neighborhoods. In 2022, Jimmy led efforts to adopt Boise’s first Vision Zero plan and assisted in bringing passenger rail back to Boise and surrounding communities. Jimmy believes that beautiful change happens when people slow down, share space, and tenaciously come together to get their hands dirty.





# Max Hepp-Buchanan



My name is Max Hepp-Buchanan and I have served on the League of American Bicyclists Board of Directors for nearly 6 years now. Until recently, I held the officer position of Secretary and I am still currently chair of the Governance and Program Committees. I have been a dedicated board member during my two terms and have played many roles in ensuring that the League is delivering the most value to our members and constituents, while continuing to grow the bicycling community nationwide. In my personal life, I enjoy bike touring and bikepacking, and fully appreciate the benefits of long-distance trails for such activities. So much so that I recently accepted a job as Regional Trails Coordinator for King County Parks in Washington State, where I will continue to grow the same trail networks that I learned to bike on as a child. My two kids, 6 and 10, have also made bicycling a big part of their lives and I will continue to work in any capacity I can to make sure we build a better biking future for our children. Thank you for considering me for a third term on the League board.



# Kecia McCullough



Kecia, is a native of UpState NY; Rochester, where she founded and has led the Black Girls Do Bike (BGDB), Rochester chapter as Shero for the last seven years. BGDB is a national organization run by women Sheros who are dedicated to creating comfortable and safe spaces for all women and girls to enjoy the mental and physical benefits of cycling, and who want to make a positive impact in their communities.

Kecia, has organized and led multiple bike rides in and around the Rochester area since her return to cycling at the ripe age of 50! Kecia is committed to encouraging and promoting collaborative cycling as she often joins with and supports other bicycling activities in her area and across the region.

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# Kecia McCullough

Kecia currently serves as the league's Equity, Diversity, and Inclusion chairperson. Befitting, as she is vigorously passionate about ensuring that all women and girls are well represented in the fabric of cycling regardless of age, ability, ethnicity, size, and/or race.

Kecia, also looks forward to continuing to serve as the Board's secretary, while enthusiastically encouraging, supporting, and welcoming all women and girls to the joy of cycling, as an integral part of a movement that is changing the face of cycling.

Kecia is licensed by the State of NY as a Social Worker, and an Alcohol & Drug Counselor. Kecia is a mother of three, and grandmother to one granddaughter.





# Carolyn McGhee



Hello, my name is Carolyn McGhee. I am a member in Springfield, Missouri. I have been a member of the national federation of the blind at state, local, and federal level since 2013. They advocate for equality for all blind Americans in a wide variety of fields including transportation. I was the chapter president for a couple of years. I help advocate at the state and federal level regarding anything that affects blind Americans including safety issues between cyclists and blind pedestrians.

I am a board member with the local center for independent living, an organization that works to increase equal access for community members with disabilities.

I have been a member of our local transit advisory council for the last four years which works to identify barriers in the system and ensure that the system works well for everyone.

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# Carolyn McGhee

I have been a local advocate with several organizations that work to improve walkability and bike ability in my city including SGF Yields, Let's Go Smart, and SpringBike.

Over the last ten or so years, bike emphasis as well as other micromobility methods have gained popularity. When bike lanes were first put in, transit was dropping passengers in the bike lanes and there were many collisions between blind pedestrians and cyclists as a result. I want to help ensure that we do things that make things safer for all users, not just the cyclists or just the pedestrians but everyone.

I want to help increase options for people like me who can't drive but want to be able to get around independently. I know of ways that even someone with no vision could get around safely without relying on someone else to get them places whether they are using a bike, car, scooters or something else. I would be able to bring a different perspective and new ideas to some of the discussions we've been having regarding safety and other things.





# Torrance Strong



Hello all, I come to you again soliciting your support as a candidate for the position of Board Member of the League of American Bicyclists. This journey has consisted of personal and professional growth, all the while affording me the opportunity to sit amongst the leaders not only in the cycling industry but mobility and pedestrian safety as a whole.

During my time on the Board, my goal has been to keep the mission of League at the forefront of the ever-changing cycling movement via community engagement, various levels of government participation and social media presence.

I've had the pleasure of serving on the governance committee, the election committee and most important the finance committee. As the past treasurer, it was important to me that our committee worked closely with our Executive Director to blend our shared long-term financial goals while reducing overhead expenditures and increasing overall profits for the League. With the additional resources, we have been able to reintroduce past strategies, implement various educational tools and create new alliances with other industry leaders as they see our organization as the front runner when it comes to being a champion for safe cycling for everyone.

[Read more »](#)

# Torrance Strong

I love that the League encompasses expertise from all walks of life and encourages us as Board Members to apply those experiences and lessons learned to help make our organization stronger.

I'm looking forward to having the opportunity to continue the trajectory and pace that we've reestablished as an organization.



# Triny Willerton



Triny Willerton is the president and founder of It Could Be Me 501c3, a worldwide movement to change the relationship between motorists and other road users. Her organization comprises crash victims and advocates willing to share their survival stories to create a more compelling and vivid narrative to promote and generate change. Her passion and commitment power the growth of the organization.

She was born in Mexico City and lived there for much of her life. She is an American citizen and has also lived in Houston, Tx, Boulder, Co, and Paris, France. In 2016 she moved from Texas to Boulder, Colorado, with her husband and five children so they could enjoy the connectivity that Boulder has to offer.

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# Triny Willerton

Unfortunately, in 2018, she was hit by a careless driver with an F150 truck while riding her bike. She spent six days at the hospital with over a dozen fractures, pneumothorax, and other injuries. This event changed her life completely. It drove her to do everything she could to make roads safe for all road users and to avoid what happened to her and her family to anyone else. In 2021 she merged forces with the Vision Zero Network, Families for Safe Streets, and Road to Zero. Their effort asked for congressional support for the Zero Traffic Deaths Resolution, where she requested and led over 40 Zoom calls with congress members across the country. She collaborated in efforts with People for Bikes, NHTSA, Families for Safe Streets, We Save Lives, Road to Zero, Vision Zero, Safe Kids World Wide, Safe Routes to School, Bicycle Colorado, Boulder Valley School District, and the City of Boulder.

She currently lives in Boulder, Colorado, with her husband and children. She was appointed last year by Boulder City Council as part of the Transportation Advisory Board, where she will serve until 2028.





## ABOUT THE LEAGUE

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For generations past and to come, THE LEAGUE represents bicyclists in the movement to create safer roads, stronger communities, and a Bicycle Friendly America. Through education, advocacy and promotion, we work to celebrate and preserve the freedom cycling brings to our members everywhere.

### WE BELIEVE

- Bicycling brings people together.
- When more people ride bikes:
  - Life is better for everyone;
  - Communities are safer, stronger and better connected;
  - Our nation is healthier, economically stronger, environmentally cleaner and more energy independent.

### OUR VISION

is a nation where everyone recognizes and enjoys the many benefits and opportunities of bicycling.

### OUR MISSION

is to create a bicycle friendly America for Everyone, improving lives and strengthening communities through bicycling.

### LEAGUE OF AMERICAN BICYCLISTS

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