

# Latitude Racing

2022- click on the link to watch the video



# **Mission statement:**

To meet, teach and support every rider no matter where they are in their journey.

# Leadership



Shawn Harris

Shawn has been racing for over 25 years. He has a BA in. He is a multi sport athlete. Shawn handles our sales, promotions and sponsorships and recruiting for the men's division.



Jeannette (J)  
Harris

Jeannette is new to racing but has been involved in road racing for 18 years. She is a multi sport athlete and continues to compete. She is our team manager, recruiter for women's and junior division.



John Cornejo

John is new to racing. He has been dedicated to a life of healthy living with a passion in mathematics. John is our route/ride coordinator and web manager.

# 3 important objectives for Latitude Racing

1

We want to recruit cyclist at any level who want to ride and/or compete. We want members who enjoy what they do.

2

We want to support our members with product, equipment and representation. That means giving members instruction on bike fit, bike mechanics, etc.

3

We want to be united in living a healthy lifestyle. We want our members to understand their machines, learn the techniques to become the very best cyclists on the road, or terrain.

# Where can you fit in?

Our goal is to grow our Women's and Junior Division this next year. We want to embrace the diversity that exists in our community. It is important to grow our youth in the sport. Our community will become more proactive about cycling the more they see us thriving and moving forward in our sport.

Club Members

Mens/ Womens

Juniors

# Who Sponsors Latitude Racing?

Pickle Juice

Bunny Hop Wraps

Anabolic Warfare

Love The Pain

Broken Spoke

KDeam Optics



# Why join Latitude Racing?

- Offer free clinics/seminars
  - Riding in peloton
  - Rules of the road
  - Riders rights
  - Positioning on the bike
  - Changing tires/bike maintenance
  - Fitness specific to cycling, nutrition
- Offer bike fits
- Team discounts
- Race representation
- Incentive Racing apparel
  - Race Team
  - Contractual
- Community projects
  - Odessa/Mldland MTB
- Team Camps/Rides



## LOOKING AHEAD AND MOVING FORWARD

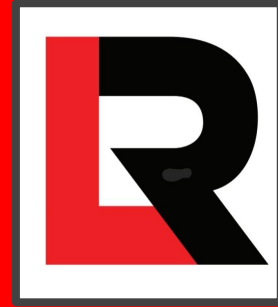
- Have a board of 5 members
- Be apart USCF
- Member of the PBBA
- Volunteer Opportunities
- Team representation across Texas





# What does Latitude Racing need from you?

- We need positive members
- Accountability
  - Check us when we are not our at your best.
- Recruit
- If you have any ideas to grow us, or make us better let us know
- Join the leadership team
  - Do you have a skill set we need?
- Willingness to give back



# QUESTIONS



# Social Media



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[WWW.LATITUDERACING.COM](http://WWW.LATITUDERACING.COM)