

THE MODERNIZER: VISION FOR A PREMIER RACING DESTINATION

Candidate for SCNCA Board of Directors



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I aim to modernize our infrastructure & empower new riders,

RELEVANT LEADERSHIP & EXPERIENCE

- Executive Leadership: Vice President, Software Engineering at Fandango & Rotten Tomatoes (NBCUniversal) & Savage X Fenty with 20+ years of experience in strategic planning, operational efficiency, and stakeholder management. I know how to turn "ideas" into "executed projects".
- Cycling Advocacy: Co-Founder & President of PWR Racing (We Are PWR, LLC), where I established a dual-tier "Catalyst & Conduit" development model to serve both elite racers and community focused riders.
- Community Building: Active membership with Major Taylor Cycling Club. I bridge the gap between recreational riding and competitive racing.
- Race Team Management Experience: Led a local co-ed team of 20+ racers and served as a General Manager for a national race team



VOTE

Reema Morgan-Aluko

I am running for the SCNCA Board to bridge the gap between our rich cycling community and the future of our sport. By combining my executive experience in strategic planning with a deep passion for racing, I aim to modernize our infrastructure, empower new riders, and restore Southern California as a premier racing destination.

Campaign Platform INFRASTRUCTURE FOR GROWTH

01

BUILD THE "RECREATIONAL-TO-RACER" PIPELINE

We cannot wait for racers to find us. I will spearhead initiatives to transition SoCal's strong recreational riding community into the racing scene.

- Action: Launch "Bridge the Gap" Skills Clinics specifically designed to teach pack safety to recreational riders.
- Partnership: Formalize relationships with local group ride leaders, creating incentives for them to bring new squads to Cat 5 races.

Clarity: Clearly articulate the "Benefit of Racing"—focusing on skill mastery, safety, and the thrill of competition—to differentiate it from the Saturday morning group ride.

02

INVESTING IN WOMEN'S PERFORMANCE & EQUITY

Support for women must be structural and financial.

- Financials: I will advocate for Deeper Prize Money Payouts. We must validate the effort of the field, not just the podium.
- Access: Create an updated "Women's Team Database" and mentorship program so unattached riders can easily find a squad.
- Education: Host women-specific skills clinics that pair new Cat 4/5 racers with experienced CAT 1/2/3 mentors to build confidence and retention in return for points in the SoCal Cup.

03

REVITALIZING THE RACE EXPERIENCE

We need to treat our race calendar like a premier product to bring value back to promoters and cities.

- "The Sunday Crit" Brand: I will push to brand the season cohesively so casual fans know that "Sunday means Racing." We need to market to the public, not just the peloton.
- Media Standardization: Advocate for a standard "Media Package" for premier races—including live streaming and announcers. This visibility is critical for team sponsors and racer retention.
- Spectator Activation: Encourage "spectator zones" with food trucks and amenities. By turning races into community events, we give City Councils the data they need to approve permits and see the civic value of our sport.

04

THE SCNCA RESOURCE HUB

Finding a way into the sport shouldn't require "knowing a guy." SCNCA.com should be the utility hub for our community.

- The Databases: I propose building centralized, public-facing directories for Local Coaches, Clubs, Teams and Junior Programs.
- The Goal: Simplify the user journey. Whether you are a Junior looking for a team or a Master looking for a coach, the resources to improve should be one click away.