

2011 Elevator Pitch Contest Winner

CAROL WEISMAN

President & CEO of Board Builders

Trailnet Board Member

Aren't you Jim Smith? I am Carol Weisman. I am a board member for Trailnet. I've heard that you are a cyclist. Trailnet is a fabulous non-profit that got its start promoting cycling, but realized that there were so many other health needs in the community that we have built on our cycling past and have been working on promoting safe routes to school to address the childhood obesity epidemic. We are also working on urban planning issues so that people can have livable, bikable, walkable communities. You might have heard of our collaborative program with employers like BJC to help employees find bike paths to work.

As a CEO and a cyclist, I wonder if you'd like to hear about what Trailnet can do for your company? Also, as a Ladue resident, you might want to learn how Ladue can beat out Clayton next year in the livable community Award Competition. I would love to introduce you to Ann Mack, our CEO. By the way, like you, I was born and raised in Ladue. Unlike you, I'm not a cyclist. I represent fat walkers on the board. What does next week look like for you?