



Toronto Cyclists Union – Board of Directors Bios, 2010

As selected by members via Single Transferable Vote at our June 17th Annual General Meeting

Raj Bharati (Treasurer) is an environmental lawyer and formerly an environmental engineer. He re-discovered his passion for cycling while living in Amsterdam and hopes to bring the same cycling culture to Toronto. He has been a member of the steering committee of the Toronto Coalition of Active Transportation and is treasurer of the Toronto Public Space Committee.

Paul Bredin says that it all started at the edge of the curb many years ago when his dad let go of his bicycle seat and told him to peddle harder – he never looked back and has been a commuter cyclist for years in Toronto and BC. He has worked at Mountain Equipment Co-op for 12 years and for the past 2.5 years has been MEC's cycling team leader. At MEC he has overseen the installation and operational set up of a full service bike shop. He co-founded a charity event called Run with the Sun to raise money and awareness for sun safety and cancer research. A growing group now runs from Barrie to Toronto from sun up to sun set, a total of 92 km. To date the group has raised over \$15,000 for cancer research. He is involved in defining a green friendly product for SOS Together Inc, an organization that raises awareness of endangered species.

Bob Brent cycled recreationally growing up in Vancouver/Burnaby, through 7 years at UBC for his BAsC and MBA degrees with the summers spent cycling up and down Vancouver Island. Bob adopted cycling as my primary means of mobility and physical therapy in 2008 while recovering from four hip operations during which he was wheelchair-bound & walker dependent before graduating to a cane. Bob has travelled extensively as a student to over 35 countries, volunteering on Kibbutz Degania Aleph in Israel and with Canadian Crossroads to the Philippines. This included trips to many cities, like Amsterdam & Copenhagen where cycling is a primary means of mobility. Bob has been a City of Toronto Board appointee over the past 13 years on both not-for-profit and for-profit Boards: Tourism Toronto, CNEA, TTC Staff member— TTC Commission, Toronto Parking Authority and Metro Toronto Convention Centre; and a member of the ICD: Institute for Corporate Directors since 2005. He is a career marketing general manager, primarily with sophisticated multi-national consumer packaged goods firms, before acting as the TTC's first Chief Marketing Officer. Bob's full profile and website is on LinkedIn.

Patrick Brown was called to the Ontario Bar in 1993 and is a partner with the law firm, McLeish Orlando LLP. He is the past President of the Ontario Trial Lawyers Association (OTLA). He currently sits on the Board of the Ontario Safety League which seeks to promote and enhance safety in Ontario in order to prevent unnecessary injuries and death. He is a founding member of the Toronto Cyclist Union and has also served several years as a pro bono legal counselor for Covenant House, assisting young people in the Toronto area. He has represented cyclists across the province that have been injured and

the families of cyclists who have been killed. Patrick has been repeatedly requested by the Ontario Government to provide submissions and attend at Queen's Park as it relates to victims' rights. He has appeared in various media outlets. Patrick has had articles published in legal magazines throughout Canada and has authored chapters on personal injury in the Canada Law Books. He has written legal articles for ARC and Dandyhorse and is the lead organizer of the Toronto Helmet for Kids Campaign which distributes bike helmets to children in Toronto.

Nick Cluley has been an active part of the cycling community since 2004 when, while living in Los Angeles, he sold his car and moved totally to using cycling and transit for his transportation. Since then, he has been an active daily commuter as well as a recreational rider. As part of his cycling interest, he has visited many places around the world to get a better sense of how cycling infrastructure has been incorporated into city planning. He brings ideas from as far as Copenhagen, Denmark as well as from a variety of US and Canadian cities to the table and sees endless potential for growing Toronto into a truly world class cycling city. Nick has spent his career servicing community interests through for-profit channels. Coming from a background as a franchise trainer for a top five US coffee chain, he has found ways to connect business with local community needs over the past seven years of work experience. Time and time again, he has found cycling to be the perfect focus area for these connections. Most recently, working with ING DIRECT has given Nick an excellent platform for continuing his bicycle advocacy helping to spur numerous campaigns through which the company has furthered bicycle education as well as ridership around the US and Canada. He has been a member of his local bike union first in Chicago and now Toronto since 2007 and very much understands the value of having a central voice for all cyclists and the impact that this voice can have.

Mark Franklin sees Complete Streets as an important framework for urban design from his experiences cycling, driving, walking, taking public transit and leading cycle-tours. Mark is a long-time cyclist living in Toronto's Ward 29, a community volunteer and leader of three active travel programs—in Nicaragua, Cuba, and Ontario—which include a cycling component. As CareerCycles practice leader, Mark used his unique combination of expertise and background in counseling psychology and industrial engineering to launch CareerCycles' holistic career management program. He has helped 2000+ clients from over 80 countries of origin become empowered in their career and life choices. Mark volunteered for seven years as a Director of Toronto Bay Initiative, an environmental non-profit which successfully achieved registered charitable status during his time on the Board, and he is a volunteer producer and host of the weekly Career Buzz radio show on CIUT89.5FM. Mark is delighted to share his life with his teenage daughter whom he encourages to cycle at every opportunity.

Roberto Garcia (Vice President) has experience in management, consulting, communications and marketing in the public, private and international development sectors. He is currently a manager of Resource Development & Training at the Ontario Sustainable Energy Association. He has campaigned for the Green Energy Act for Ontario and planned and coordinated events including the 7th World Energy Conference, Community Power Workshops and OSEAs Annual General Meetings. He holds a Bachelor of Commerce degree in Business from Concordia University and is fluent in French and

conversant in Spanish. He has been a member of the Toronto Cyclists Union since its inception because he believes that it is a great investment in the health and safety of Torontonians and the city itself.

Tovi Heilbronn lives in North York and has been a Board member since the inception of the Toronto Cyclists Union. Since biking across Canada in 2003, he has found mobility a very exciting thing, and wants to share that feeling with everyone. He is responsible for online sales at LaBicicletta.com, a Toronto-based high-end bicycle store, which he is slowly trying to turn into a social enterprise.

Karey Iron is a public health epidemiologist, a health services researcher and a team leader who believes that inclusive, supportive and safe physical and social environments are paramount to the health of individuals and communities, and that each of us can contribute to attaining this ideal in our own way. She encourages her two boys, ages 12 and 14, to live by this ideal as well. Karey began the journey with the bike union in the spring of 2007, when she assisted in the concept development research with founder, David Meslin. Since the bike union's formal inception in May 2008, Karey has had the honour of guiding the governance of the Toronto Cyclists Union as President of the Board of Directors. She has chosen to step down from this role but will remain as a member of the Board to finish her term.

Leehe Lev has been both a member and a volunteer of the bike union since its Ultrasound days. She was the Newcomer Cycling Outreach Coordinator with the Live Green funding which the campaign initially received. She has been active in Ward 21 where she volunteered with the valet bike parking at Wychwood Barns Farmers market during the summer of 2009. She has held a strength training for cyclists workshop for the City of Toronto's bike month for the past four years. Leehe is the owner of Whole Self Fitness (www.wholeself.ca), a wellness company providing on-site holistic personal training. She is a certified personal trainer and pilates instructor specializing in core strength training for back pain, aquatic exercise and rehabilitation. She teaches healthy cooking instruction for the prevention and management of diabetes. Her passion for health food has her volunteering at the Stop Community Food Centre's greenhouse. She is sharing her first season growing veggies and herbs through with her neighbour, as part of the YIMBY program (yes in my backyard). She is a cyclist, a walker and occasional TTC user.

Peter Lipscombe has been cycling ever since he could balance on two wheels. He has a passion for cycling as a mode of transportation, a form of recreation, for its tourism potential, as well as the source of a liberating, intangible feeling that many cyclists have in common. Peter spent a few years in Montreal working on an Environmental Sciences degree and volunteering occasionally at the Concordia University Bike Coop La Voie Libre/Right to Move. Back in Toronto Peter has been employed as a City of Toronto CAN Bike Instructor, teaching everybody from children to new immigrants how to be safer on Toronto's streets. He is currently employed by the not-for-profit Transportation Options working on a number of cycle friendly initiatives including the Bike Train. The Bike Train is an intermodal transportation alternative that promotes cycle tourism and the addition of bike racks to passenger rail

trains across Ontario. He has been a member of the Toronto Cyclists Union since its launch in May 2008 and is excited about the future of the cycling in Toronto.

Heather McDonald (President) is an occupational therapist by profession currently working in heart and vascular acute care at a downtown teaching hospital. She has a Masters Degree in Occupational Therapy and an undergraduate in Physical and Health Education. Prior to returning to school, she worked for a department of the federal government on water safety promotion issues across Central Canada and the Arctic. It was here she learned to work collaboratively with various community groups and stakeholders to develop programs that are effective due to engagement at the local level. She is currently the Co-Chair of the Board of Our Place Community of Hope - a centre for individuals with mental health issues – she has spear-headed the strategic planning and ensured a steady 4% growth per annum for this organization. Heather has been involved in the Toronto Cyclists Union since its inception, volunteering with day-to-day logistics of the organization during the first year of operation. She was instrumental in organizing a public survey which engaged over 1,000 cyclists to inform the bike union's future directions and in the organization of the strategic planning process that took place in November 2008.

Dave Meslin (Founder) buried his Pontiac Sunfire in 1997 and immediately joined Toronto's vibrant community of bicycle riders and advocates. He was the lead organizer of Reclaim the Streets in 1998 and 1999 and organized Car Free Day in Toronto in 2001 and 2002. Dave has sat as an appointed member on both the Toronto Cycling Committee and the Pedestrian Committee and in 2002 he attended the Dia Sin Caro (Car Free Day) Mayor's Summit in Bogota on behalf of Mel Lastman. In 2003, Dave organized 'Trailer Park', Toronto's first bike trailer festival. He has painted 'do it yourself' bike lanes directly on the street, and has outrun angry motorists at Critical Mass. Dave toured the US in 2007, visiting membership-driven bicycle advocacy groups in New York, Chicago, Portland, Seattle and San Francisco. The following year, Dave founded the Toronto Cyclists Union and published the first issue of Dandyhorse magazine.

Simon Strauss is an environmental consultant and avid year-round cyclist, who grew up exploring the trails and bike paths in downtown Toronto. For the past three years, he has worked as a consultant for a couple of firms, first in Mississauga and now in Richmond Hill. Through his work, Simon has been involved in a number of environmental assessments, and has had a hand in organizing and running some of the public participation events that are required. He is a natural mediator and organizer (captaining a couple of sports teams in addition to his day job), and loves engaging people in dialogue in order to solve problems. He is a creative thinker, an ideas man, and very much enjoys getting his hands dirty if given the chance. Simon has also traveled widely, and speaks French and Spanish.
