

# September 2017 - Carol Gsell

*Congratulations to our September Volunteer of the Month, Carol Gsell! Carol has been volunteering with Atlanta Track Club since 2012 in a variety of roles. She serves as a run lead for our In-Training programs, organizes our pace teams, and this year she is an Atlanta Track Club ambassador. As an active volunteer across the Atlanta community, Carol is inspired by how the power of running can transform and save lives, and wants to "pay it forward."*

## **1. How long have you been volunteering with Atlanta Track Club?**

I've been volunteering with Atlanta Track Club since 2012 in a variety of roles. I first volunteered at event expos in 2012. In 2013, I started volunteering as a run lead with the In-Training programs. I began helping organize the Publix Georgia Marathon & Half Marathon and Thanksgiving Day Half Marathon pace teams in 2016. I am also a 2017 Atlanta Track Club Ambassador.



## **2. Do you remember your first time volunteering with Atlanta Track Club? What event was it and what brought you back?**

My first volunteer assignment was at the Peachtree Health & Fitness Expo information booth. I loved the interaction with such a wide range of participants, from elites to first-timers. I wanted to be more involved after that and got involved with In-Training as a run lead the following year.

## **3. What is your favorite Atlanta Track Club event? Why?**

My favorite event is the AJC Peachtree Road Race. I get emotional at the flag raising and the flyover every year. I love being part of such an iconic even that I see in which I see people I know all over the course. And the post-race member party at Park Tavern is the party of the year!

#### **4. What is one of your best memories from volunteering at any race?**

My best memory is watching In-Training participants cross the finish line or hearing about their successes.

#### **5. What is your favorite thing about volunteering with Atlanta Track Club? What brings you back?**

The people: the run leads, the In-Training participants, the world-class staff, our regular Atlanta Police Department officers, and the sponsors.

#### **6. What other organizations do you volunteer for and why?**

Back on My Feet, an organization that combats homelessness through the power of running, community support and essential employment and housing resources. It's been amazing to witness the power of running to transform and saves lives.

Run Social/runningnerds, an organization that puts on races and has a racing team inclusive of all levels of runners, and also has a charity arm named runningnerds serves. Runningnerds has taught me that one tireless woman with a vision can create unique and fun experiences for the Atlanta community.

Atlanta Triathlon Club - I volunteer here because I was so intimidated when I began triathlon training in 2016 and I had a million questions. I realized everyone was so supportive and I wanted to pay that forward by easing the transition into triathlon for those just coming into the sport.

Good Measure Meals - I serve as a brand ambassador for the \*FUEL line targeted toward athletes. Joining GMM has completely changed the way I eat. My meals are so much healthier and I love that 100% of the proceeds go to the nonprofit, Open Hand.

#### **7. What do you do for a living?**

I am an independent marketing strategy consultant and qualitative researcher. I study people, how they interact with products and services, and how my clients can best meet people's needs. I originally moved to Atlanta in 1997 when working in marketing for Coca-Cola.

**8. Tell us something interesting about yourself – an interesting fact or a story that will help us get to know you...**

I'm the "mom" to a super sweet rescue dog named Bella, who has an uncanny resemblance to Falkor the Luckdragon from *The NeverEnding Story*. I was lucky enough to meet Bella at an Atlanta Triathlon Club workout.

However, decades ago, I was a college cheerleader for Rice University, which is better known for academics than athletics. Our best cheer:

e to the x, dy, dx

e to the x, dx

secant, tangent, cosine, sine

3.14159

Cube root, square root, CPU

Compass, slide rule

Go Rice U!

