



FOR IMMEDIATE RELEASE
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Roller derby association hires first employees

The Women's Flat Track Derby Association (WFTDA) is pleased to announce the hiring of its first employees—Executive Director and Insurance Administrator—after a three-month nationwide search.

After receiving and reviewing dozens of applications from across the country, a hiring panel comprising five WFTDA representatives selected Juliana Gonzales, AKA “Bloody Mary” of the Texas Rollergirls (Austin, TX), as WFTDA Executive Director.

"We were very impressed with Juliana's clear understanding of the tasks and challenges that will face the WFTDA Executive Director, as well as her understanding and commitment to the importance of meeting those challenges with the full support and input of WFTDA member leagues," said WFTDA President Colleen “Crackerjack” Bell. “We are very happy with the decision we’ve made. We are also extremely lucky to have found an applicant with strong experience in the roller derby community, who has originated executive-level nonprofit positions in her professional career."

As Executive Director, Juliana will establish a home office for the WFTDA and take over the bulk of the day to day operations that are now performed by the Association's volunteer Board of Directors and Committee Heads. The Board will remain in place and will continue to set WFTDA strategic plans and policies, with the advice of the Executive Director. Member leagues will continue to have an important role in WFTDA decision-making through the Association's democratic processes.

"We are entering an incredibly dynamic time for women's flat track roller derby," Juliana said. “In the coming years, we'll see an even deeper development of the sport, and explosive growth in our organization's scope. I am so honored to be taking the helm during this landmark expansion of our sport."

The panel also selected Shelli Wiggins, a referee member of the Salt City Derby Girls (Salt Lake City, UT), to fill the position of WFTDA Insurance Administrator. The Insurance Administrator will oversee and manage the insurance policy and coverage that is offered to eligible WFTDA member leagues. With more than 13 years of experience in the health insurance field, Shelli has a great sense of the challenges she will face in the position and the benefits and added value she can bring to the WFTDA insurance program.

“I'm thrilled to be WFTDA's new insurance administrator and I look forward to being a part of the association's continued growth, development and success,” Shelli said. “That said, everyone skate safely!”

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ABOUT WFTDA

Founded in 2004, the Women's Flat Track Derby Association (www.wftda.com) promotes and fosters the sport of women's flat track roller derby by facilitating the development of athletic ability, sportswomanship, and goodwill among member leagues. The governing philosophy is "by the skaters, for the skaters." Women skaters from the 79 member leagues are primary owners, managers, and operators of each member league and of the association. Operational tasks include setting standards for rules, seasons, and safety, as well as determining guidelines for the national and international athletic competitions of member leagues. All member leagues have a voice in the decision-making process and agree to comply with the governing body's policies.