



Elaine (Strayer) Ruff

(Elaine founded the United States Women's Motorcycle League (the WML) in 1996 and was the CEO and President of this entity until the beginning of 2000)

Background

Elaine Ruff brought with her 20 years of experience in business operations and designs. As the Director of Operations for a well-known after-market motorcycle company, Elaine successfully converted operations from a distributor based to one of the leading manufacturing direct after-market companies in the motorcycle industry.

Accomplishments

In 1992, she co-founded the U.S. Women's Motocross Team, which served as the leader in off-road promotions and marketing for all female motocross riders.

1995 launched a new growth as the "**Reaching for the Stars**" theme was used as the organization began to experience a period of phenomenal growth in the field of Women's Motocross. More people than ever were beginning to catch on to the excitement associated with women's motorsports. Fans, sponsors, riders, race promoters and the media were all taking a second look at women racers and they liked what they saw. As the Executive Director for the organization, Elaine launched the 1995 Ladies' World Cup Championships and MTEG Women's StadiumCross Series which resulted in a U.S. Women's StadiumCross Team Video produced by **Fastrack Productions** called "**Shift'N Gears**".

On April 30, 1996, the U.S. Women's Motocross Team evolved into the United States Women's Motorcycle League under founder Ruff as the CEO & President of the organization incorporated as a non-profit public benefit corporation and went on to develop a women's motocross racing circuit ran in conjunction with the AMA Outdoor Motocross Championships Series to include a yearly Ladies' World Cup.

The 1999 AMA Motorcycle Hall of Fame Museum producers asked Elaine to assist in the historical accuracy of women's motocross. The exhibit was on display in the Motorcycle Hall of Fame Museum until the end of 2000, then it went on tour to shows and events around the United States to promote the Motorcycle Hall of Fame Museum and further promote women in motorcycling.

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