

NOVAtime Announces Sponsorship of Brennan Rose, World-Class Standup Paddleboarder

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Diamond Bar, Calif. ([PRWEB](#)) June 09, 2014 -- NOVAtime Technology, Inc. (<http://www.novatime.com>), a leading provider of enterprise Time and Attendance / Workforce Management solutions, announced today its sponsorship of standup paddleboarder Brennan Rose. Ranked in the top 10 of standup paddleboarders in the world, Brennan embodies many of NOVAtime's values, consistently demonstrating a determination to stay ahead of the competition and a commitment to giving back to the community.

A sister sport of surfing, standup paddleboarding (SUP) demands stamina and balance from paddlers, who stand on a long board and use a paddle to push themselves through the water. In return, the sport offers devotees an unparalleled experience of the world's lakes, rivers, canals, and oceans. Like many paddlers, Brennan was introduced to the sport by way of surfing, which, as a Southern California native, he took up as a matter of course. By his twenties, Brennan topped the standup paddleboarding rankings, but in 2012 he suffered a serious setback after injuring both of his knees in a skiing accident. A double knee surgery followed by six weeks in a wheel chair did not keep Brennan from the water for long, though. As soon as he was able to walk again, he resumed training, and in 2013 he once again captured the top spots at SUP competitions, including 1st place at the 2013 Hennessy's Elite Pro Surf Race, 3rd place at the 2013 Orange Bowl Championships, 3rd place at the Santa Monica Pier Festival, and 3rd place on the US SUP Tour.

In 2014, Brennan is slated to compete in premier SUP races around the country, and has already logged a win at the O'Neill Tahoe SUP Race, which took place this past May 24 on Donner Lake. The race was Brennan's first under NOVAtime's sponsorship. Against a formidable field of racers on a 5 ½ mile course, Brennan managed to pull out ahead for an impressive victory. Referring to his win at the O'Neill Tahoe Cup, Brennan says, "After training hard, I'm stoked to have placed so well." The race was the first in a three-race series, with the second race scheduled for July 12 of this year. Brennan also put in a strong showing at the Hobie/Hennessey's Waterman's Challenge on May 31 at Doheny State Beach in Dana Point.

NOVAteam was happy to cheer for Brennan at the Santa Monica Pier Paddle Competition on June 7 in Santa Monica, California. He placed third in this competition.

Brennan's athletic prowess is matched only by his big heart. He has been involved with many charitable causes, including the Susan G Komen Foundation, which is dedicated to raising breast cancer awareness, and the Wounded Warrior Project, whose mission is to serve wounded service members. In his free time, he also teaches children with autism to surf. "I'm trying my hardest to make an impact on this world," explains Brennan.

In addition to doing charitable work, Brennan also devotes himself to serving as a role model for healthy living. "I'm huge into nutrition," says Brennan, "I think it's important to share with everyone what I know about a healthy lifestyle." Now living in Maui, Brennan lives that lifestyle every day, cross training, boxing, spear diving, mountain biking, and doing pretty much any water sport when he's not paddling.

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healthy lifestyle.” Now living in Maui to pursue his passion, Brennan lives that lifestyle every day, cross training, boxing, spear diving, mountain biking, and doing pretty much any water sport when he’s not paddling. Frank Su, NOVAtime’s Founder and CEO, says, “We’re proud to sponsor Brennan Rose; he’s an outstanding standup paddleboarder and a great role model.”

The NOVAtime team is proud of Brennan and looks forward to cheering him on in his upcoming competitions in June: the UC San Diego Survivor Race (June 15 in San Diego, California), the Payette Rivers Games (June 20 in Payette, Idaho), and the Race of the Lake of the Sky (June 28 in Lake Tahoe, Nevada). For Brennan’s complete racing calendar, race results, and photos, visit www.brennanrose.com.

About NOVAtime

For more information about NOVAtime Technology, Inc. and how the NOVAtime solutions can help streamline your workforce management needs, please email [sales\(at\)novatime\(dot\)net](mailto:sales@novatime.net), call 877-486-6682, or visit www.novatime.com.



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