

## ROAD RACE MANAGEMENT

Race Directors' Meeting

110 East State Street

Suite 15

Kennett Square, PA 19348



**RACE DIRECTORS' MEETING AND TRADE EXHIBIT • OCTOBER 12-14, 2006 • HYATT PIER SIXTY-SIX RESORT • FT. LAUDERDALE, FL**



# *Road Race Management*

**Race Directors' Meeting  
and Trade Exhibit**

**October 12-14, 2006**

**Hyatt Pier Sixty-six Resort**

**Ft. Lauderdale, FL**



## Comments On The Road Race Management Meeting

*"We learn something useful and make new contacts every year at RRM."*

- Jon Hughes, Director Walt Disney Marathon

*"Every year I learn more."*

- Rafael Acosta, Director, World's Best 10K

*"It's a must attend conference."*

- Scott Keenan, Director, Grandma's Marathon

*"It's a great place to learn about the most recent concepts and technologies involved in directing a road race. The Race Director's meeting is also a great way to reward dedicated volunteers and we try to send at least three each year."*

- Robert W. Ingalls, Director, Boilermaker Road Race

*"Having attended Road Race Management's Annual Race Director's Meetings over the years, I can easily say that it is a "must" on any event manager's schedule. The small investment in fees, hotel and travel are more than offset by the economic benefits derived."*

- Creigh Kelley, BKB LTD

*"I always find it extremely educational, beneficial and fun to attend the RRM conference. Nobody but nobody knows that much about his business that they couldn't learn from attending the Conference. Whatever the total expenditure is to attend, you earn back and then some in learning cost-saving measures and revenue-producing techniques. The way I honestly look at it, I am actually making money by attending!"*

- Dave McGillivray, Director, Boston Marathon, Peoples Beach to Beacon

*"Our race is nearly three decades old, and we think we know what we're doing. But we send our people to the Road Race Management seminar every year anyway, and we always learn new things that help us review, adjust and improve."*

- Don Kardong, Director, Lilac Bloomsday Run, 1976 Olympian

*"The RRM meeting continues to provide a unique setting for both experienced and less*

# Annual Race Directors' Meeting and Trade Exhibit

## Schedule

### THURSDAY, OCTOBER 12

**3:45pm – 6:00pm** Packet Pickup  
**6:30pm – 7:45pm** Welcome Reception (sponsored by *Running Times*, Marathon Printing and the World's Best 10K)  
MarathonFoto/Road Race Management "Race Director of the Year" Award (presented by *Running Times*)

### FRIDAY, OCTOBER 13

**8:00am – 9:00am** Atlanta Track Club Continental Breakfast  
**8:00am – 7:00pm** Trade Exhibit  
**8:15am – 9:00am** Packet Pickup  
**9:00am – 9:10am** Welcome  
**9:10am – 10:15am** Medical Planning and Management

- ◆ What are the most frequently occurring injuries treated in medical tents? Has it changed over the years? How do you evaluate your medical operation? How do you deal with the media after a medical emergency and how has the law changed things in the area of privacy? What equipment should you invest in versus renting or borrowing?

**Faculty:** Bill Roberts, MD  
**Moderator:** Phil Stewart

**10:15am – 10:35am** Gasparilla Distance Classic Coffee Break  
**10:35am – 11:35am** The Power of the Web

- ◆ How can you better utilize your event website both for communicating with the public and for internal volunteer, staff and sponsor communications? Our instructor will show you examples of race sites utilizing their sites to the fullest to simplify and improve internal communication. We also address when is it time to redesign, how to make sites more consumer friendly, blast emails and monitoring blogs and web sites for post-race "buzz." Should registration, training programs, etc. be attempted in-house or be

### SATURDAY, OCTOBER 14

**9:00am – 2:45pm** Trade Exhibit  
**9:00am – 10:15 am** Inside the World of Elite Athletes

- ◆ A candid discussion of contracts involving athletes and agents, what should be put in writing, why and how; general agent relations - what should you look out for? Should hospitality for elite athletes be in-house or contracted out? A look at on-course issues (coaches, sponsors and fluids), and appearance money, tax issues, payment procedures, international issues and sanctions, rabbits, fair and unfair assistance, and separate male/female starts.

**Faculty:** Bill Orr  
**Moderator:** Phil Stewart

**10:10am – 10:45am** Gasparilla Distance Classic Coffee Break

**10:45am – 11:55am** Navigating the Legal Maze

- ◆ Our legal expert will discuss trademark protection, tax requirements for non-profits, sales tax issues, independent contractor versus employee status, corporate structure options, annual corporate filings, contracting, Board responsibilities and liability, and many other critical legal issues facing clubs and events. All too often, particularly in all-volunteer operations, some of the needed legal niceties are forgotten and serious consequences can result.

**Faculty:** Heidi Abegg  
**Moderators:** Jeff Darman

**11:55am – 12:30pm** Expo and Gatorade Break  
**12:30pm – 2:00pm** Keynote Luncheon – "Twenty-two years in twenty-two minutes"

- ◆ After 20 years at the helm of the Atlanta Track Club and the Peachtree Road Race, Julia Emmons is stepping down. She will talk about how the club, races and sport have changed, some of the personalities she has met, and things and people that have pleased or disappointed. Julia will tell us about what she hopes her legacy will be and what she feels her greatest gifts to her the club and the sport may have been, plus any mistakes or "do-overs" she might wish had been possible.

*“Our race is nearly three decades old, and we think we know what we’re doing. But we send our people to the Road Race Management seminar every year anyway, and we always learn new things that help us review, adjust and improve.”*

- Don Kardong, Director, Lilac Bloomsday Run, 1976 Olympian

*“The RRM meeting continues to provide a unique setting for both experienced and less experienced Race Directors to connect and to benefit from not only the meetings, but also from networking with each other.”*

- Carol Lasseter Rice, Publisher, *Running Times*

*“Great place to get the real answers from the people who have lived through the good and the bad. Years of priceless wisdom and experience in three days!”*

- Julie Isphording, Radio Broadcast Journalist, Director of Thanksgiving Day Race (Cincinnati), 1984 Olympian

*“This was the best RRM meeting ever. We had a chance to see old friends and make new ones... a very productive use of our time.”*

- Bruce Franke, VP Operations, MarathonFoto

*“What makes Road Race Management Meetings so valuable is the quality of the content and the credibility of the faculty. Vendors need to be as concerned as anyone in our community about the health of our sport and of all the events that comprise it.”*

- David Deigan, AFM/inc- (Heatsheets)

*“Under the skilled direction of Jeff Darman and Phil Stewart, this continues as my ‘must attend’ conference of the year.”*

- Julia Emmons, Executive Director, Atlanta Track Club, Director, Peachtree Road Race

*“Each session is great, the networking during breaks is even better, and who can complain about Florida sunshine...”*

- Jim Oaks, Director, Mercedes-Benz Cotton Row Run

*“The Road Race Management Race Directors’ Annual Conference is a great way to learn more about the nuts and bolts of organizing a running event. There is ALWAYS some very valuable information or ideas that I take away from each of the speakers and apply to our events in Richmond.”*

- Tracey Russell, Director of Events, Richmond Sports Backers

*“2005 was my second time at the RRM conference and, once again, it was an excellent learning and networking experience. I wouldn’t fly down from the nice, safe Canadian prairies into the teeth of an oncoming Florida hurricane for just any old race conference, but I did for this one!”*

- Doug Russell, Director, Queen City Marathon

- ◆ How can you better utilize your event website both for communicating with the public and for internal volunteer, staff and sponsor communications? Our instructor will show you examples of race sites utilizing their sites to the fullest to simplify and improve internal communication. We also address when is it time to redesign, how to make sites more consumer friendly, blast emails and monitoring blogs and web sites for post-race “buzz.” Should registration, training programs, etc. be attempted in-house or be outsourced – how do you decide?

**Faculty:** Pam Balcke  
**Moderator:** Jeff Darman and Phil Stewart

- 11:35am – 11:55am Gatorade Break
- 11:55am – 12:55pm Post-Race Sponsorship Reporting

- ◆ Sponsors want to know what they get from the event sponsorship, and the post race report, regardless of race size, can be a crucial element in their future decision making. The report allows an event to highlight some benefits that a sponsor may not realize it received. We will review and evaluate a variety of post-race reports, and consider the strengths and weaknesses of each and the cost and effort involved in preparation. This session will present basic principles for sponsor fulfillment reports.

**Faculty:** Tracey Russell  
**Moderators:** Phil Stewart and Jeff Darman

- 12:55pm – 3:15pm Pool Break and Expo Visits
- 3:15pm – 4:15pm Race Anatomy

- ◆ We dissect the Cellcom Green Bay Marathon. Director Sean Ryan will talk about the good times and bad, sponsor gains and losses, volunteers, mistakes, unique aspects and the basics of how he does things and manages an event that has grown significantly during his tenure.

**Faculty:** Sean Ryan  
**Moderator:** Phil Stewart

- 4:15pm – 4:35pm Expo and Gatorade Break
- 4:35pm – 5:25pm Open Forum

- ◆ This new addition to the schedule will focus on a topic of current interest. A chance for everyone to participate.

**Moderators:** Jeff Darman and Phil Stewart

- 5:25pm – 7:00pm Ashworth Awards/  
MarathonGuide.com Race  
Director’s Reception in conjunction  
with Trade Exhibit

- ◆ Talk with exhibitors of clocks, awards, competitor numbers, banners, computer products, t-shirts and other apparel, finish line services, magazines, representatives of shoe companies, running organizations, web services and more. Free drinks and snacks and an opportunity to meet fellow race directors and the faculty in a relaxed atmosphere.

- ◆ After 20 years at the helm of the Atlanta Track Club and the Peachtree Road Race, Julia Emmons is stepping down. She will talk about how the club, races and sport have changed, some of the personalities she has met, and things and people that have pleased or disappointed. Julia will tell us about what she hopes her legacy will be and what she feels her greatest gifts to her the club and the sport may have been, plus any mistakes or “do-overs” she might wish had been possible.

2:00pm – 2:45 pm Visit the Expo one last time, then head for the pool!  
2:45pm Expo Closes



## Special Airfare

United Airlines has been designated the official carrier for the Road Race Management Race Directors’ Meeting and offers a discount off certain fares valid for travel from the United States, Caribbean, Canada and Mexico. Discounts are valid between October 9th –18th 2006. **Plan ahead and receive an additional discount by ticketing at least 30 days in advance.** To obtain discount, you or your travel agent should call United at 800.521.4041, refer to **Road Race Management** meeting ID #529V V.

breaks is even better, and who can complain about Florida sunshine..."

- Jim Oaks, Director, Mercedes-Benz Cotton Row Run

*"The Road Race Management Race Directors' Annual Conference is a great way to learn more about the nuts and bolts of organizing a running event. There is ALWAYS some very valuable information or ideas that I take away from each of the speakers and apply to our events in Richmond."*

- Tracey Russell, Director of Events,  
Richmond Sports Backers

*"2005 was my second time at the RRM conference and, once again, it was an excellent learning and networking experience. I wouldn't fly down from the nice, safe Canadian prairies to the teeth of an oncoming Florida hurricane for just any old race conference, but I did for this one!"*

- Doug Russell, Director, Queen City Marathon



## REGISTRATION

### Return this form with your check to:

#### Road Race Management

Race Directors' Meeting • c/o Jeff Darman  
110 East State Street • Suite 15  
Kennett Square, PA 19348  
610-925-1976

Registration less a \$30 processing fee is refundable, if cancellation is received **in writing** prior to September 12, 2006. Road Race Management, Inc. is not liable for registrant delays or inability to attend caused by weather or other conditions and reserves the right to refuse registrations.

### Fees

(add \$30 late fee after September 30)

- \$380** (Road Race Management newsletter subscribers or 2006 Directory purchasers or advertisers)
- \$441** (Others)
- \$477** (Registration and one-year subscription or renewal to RRM.) Add \$15 for overseas delivery.
  - New subscriber     Renewal
- \$460** (Registration and copy of 2006 Road Race Management Directory)

4:15pm – 4:35pm    Expo and Gatorade Break

4:35pm – 5:25pm    Open Forum

- ◆ This new addition to the schedule will focus on a topic of current interest. A chance for everyone to participate.

**Moderators:**    Jeff Darman and Phil Stewart

5:25pm – 7:00pm    Ashworth Awards/  
MarathonGuide.com Race  
Director's Reception in conjunction  
with Trade Exhibit

- ◆ Talk with exhibitors of clocks, awards, competitor numbers, banners, computer products, t-shirts and other apparel, finish line services, magazines, representatives of shoe companies, running organizations, web services and more. Free drinks and snacks and an opportunity to meet fellow race directors and the faculty in a relaxed atmosphere.



## Special Airfare

United Airlines has been designated the official carrier for the Road Race Management Race Directors' Meeting and offers a discount off certain fares valid for travel from the United States, Caribbean, Canada and Mexico. Discounts are valid between October 9th –18th 2006. **Plan ahead and receive an additional discount by ticketing at least 30 days in advance.** To obtain discount, you or your travel agent should call United at 800.521.4041, refer to **Road Race Management** meeting ID #529V V.

### Please Print

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Affiliation, Race/Other: \_\_\_\_\_

Position: \_\_\_\_\_

Day Phone: \_\_\_\_\_ May we publish  Yes  No

E-mail: \_\_\_\_\_ May we publish  Yes  No

Enclosed is \$ \_\_\_\_\_\*

(Make checks payable to Road Race Management)

**U.S. funds from a U.S.-based bank only.**

**\*Late registration is not accepted without appropriate late fee.**

### Hotel:

Special rates available to RRM Meeting attendees (reserve by September 30th for special rate): \$169 single or double, Hyatt Pier Sixty-Six, 2501 SE 17th St. Causeway, Ft. Lauderdale, FL 33316, 800-554-9288 or 954-525-6666 (Mention **Road Race Management Meeting**).

# Road Race Management Race Directors' Meeting and Trade Exhibit

OCTOBER 12-14 • HYATT PIER SIXTY-SIX RESORT • FT. LAUDERDALE FL

Join us at the world's foremost, oldest, and most prestigious race directors' meeting and trade exhibit. **Network** with many of the sport's prominent and best-known event directors, sponsors, national running media, sports organizations, and your fellow race directors.

Take advantage of this unique opportunity to upgrade and improve your event. **Learn, talk, socialize, debate and exchange ideas with race officials just like yourself.** Expose yourself to innovative marketing ideas that can help you recruit new and retain existing sponsors.

Race directing in the 21st century offers significant opportunities as well as growing challenges. If you don't continually improve your skills, you and your event risk being left behind. That's why each year Road Race Management recruits many of the sport's most experienced and articulate leaders who will share their

secrets of success with you. Learn how they cope with new challenges and improve their events year after year.

Please join us in Ft. Lauderdale at the beautiful Hyatt Pier 66 Resort and Marina. Think about spending an extra day to enjoy the pools, boating and fishing or nearby golf in this tropical oasis located on a marina surrounded by spectacular yachts.

And remember many race committees **reward committee members with a trip to this meeting.** It's a great way to give key volunteers a special treat while rejuvenating them for next year's race. Take advantage of our special **five for four offer.**

Any race committee, club or company that registers four people by October 1st may register the **fifth person free.** Payment and five registrations must be transmitted together by October 1st — (all registrants must be members of the sponsoring organization).



## FACULTY

### HEIDI ABEGG

Attorney with Webster, Chamberlain & Bean (Washington, DC); member, Indiana, Florida and DC bars

### PAM BALCKE

Managing Editor, Road Race Management newsletter; Director of Internet Operations, Running Times; Webmaster, ACLI Capital Challenge and Credit Union Cherry Blossom

### JEFF DARMAN

Marketing Consultant (Moving Comfort and Running Times); Director, ACLI Capital Challenge; past President, RRCA

### JULIA EMMONS

Executive Director, Atlantic Track Club; Director Peachtree Road Race; former member Atlanta City Council

### BILL ORR

Elite Athlete Coordinator, Credit Union Cherry Blossom, Los Angeles Marathon, Quad-City Times Bix 7

### BILL ROBERTS, MD

Medical Director, Twin Cities Marathon; President, American Road Race Medical Society; Associate Professor, University of Minnesota; past President, American College of Sports Medicine

### TRACEY RUSSELL

Director, Ukrop's Monument Avenue 10K and Suntrust Richmond Marathon; MarathonFoto/Road Race Management Race Director of the Year (2005)

### SEAN RYAN

Director, Cellcom Green Bay Marathon and Door County Triathlon; Marketing Instructor, Northeast Wisconsin Technical College

### PHIL STEWART

Editor and Publisher, Road Race Management; Director, Credit Union Cherry Blossom Ten Mile

**SUPPORTED IN PART BY**

Ashworth Awards  
Atlanta Track Club  
BKB LTD.  
Electric City Printing  
Bank of America Gasparilla  
Distance Classic  
Gatorade

Leslie Jordan, Inc.  
MarathonFoto  
MarathonGuide.com  
Marathon Printing  
Running Times  
World's Best 10K

**2005 Registrants:**

Active Network  
ACLI Capital Challenge  
Allsport Central  
Ashworth Awards  
Atlanta Track Club  
Austin Marathon Foundation  
BAA Boston Marathon  
Bank of America Gasparilla Distan-  
ce Classic  
Bayshore Marathon  
Bermuda Track & Field Association  
Race Weekend  
BKB LTD  
Blue Cross Broad Street Run  
Britten Inc.  
Cellcom Green Bay Marathon

Champion Chip USA  
Classic 10K Road Race  
Classic Shirts  
Covington Police Fuzz Run  
Credit Union Cherry Blossom  
CVS/Pharmacy Downtown 5K  
Des Moines Marathon  
Electric City Printing  
Electro-Numerics, Inc.  
emedia group  
Georgia Marathon  
Get In Gear, Inc  
Grandma's Marathon  
Graphtex  
Great Aloha Run  
Greater Long Island Running Club  
Guidant Heart of Summer 5K & 10K

H-E-B Bayou City Classic  
Houston Masters Sports Association  
Classic  
Huntington Half Marathon  
ING Miami Marathon  
ING New York City Marathon  
Joel Fox  
Leadville Trail 100  
Leslie Jordan, Inc.  
Lilac Bloomsday Run  
Manchester Road Race  
Marathon of the Palm Beaches  
Marathon Printing  
MarathonFoto  
MarathonGuide.com  
Maxwell Medals & Awards  
Medio Maraton Internacional de  
Coban  
Mercedes-Benz Cotton Row 10K  
Mission Awards  
New York Road Runners  
Osborne Mint Co.  
Pace Race  
Pat Hollett Memorial 10K  
Peachtree City Classic

Peachtree Road Race  
Pensacola Marathon  
Quad-City Times Bix 7  
Queen City Marathon  
Road Race Management, Inc.  
Rocket City Marathon  
Rodes City Run  
RRCA  
Run Around Erie 15K/5K  
Runner's World  
Running Times  
Scheels Fargo Marathon  
Seaway Printing  
Space Coast Runners  
Sport Science  
St. Jude Memphis Marathon  
State-to-State Half Marathon 5K  
Tidewater Striders  
Ukrop's Monument Avenue 10K  
USATF  
Utica Boilermaker  
Walt Disney World Marathon  
Winning Time USA  
World's Best 10K Race

**ROAD RACE MANAGEMENT**

Race Directors' Meeting  
110 East State Street  
Suite 15  
Kennett Square, PA 19348

