

RACE DIRECTORS' MEETING AND TRADE EXHIBIT

Road Race Management



Race Directors' Meeting and Trade Exhibit
October 20-22, 2005 • Hyatt Pier Sixty-six Resort • Ft. Lauderdale, FL

“ Comments On The Road Race Management Meeting

“It’s a must attend conference.”

—Scott Keenan, Director, Grandma’s Marathon

“I got a great return on the investment. The topics were relevant, speakers well prepared, and it offered an atmosphere that was most conducive to networking.”

— Iris Simpson Bush, Executive Director, Flying Pig Marathon.

“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, Winning Time USA

“It seems like I have been directing races for 100 years, however, 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 Reach to Reason

Annual Race Directors’ Meeting and Trade Exhibit

Schedule

THURSDAY, OCTOBER 20

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|-----------------|---|
| 3:15pm - 5:30pm | Packet Pickup |
| 6:00pm - 7:15pm | Running Times, Marathon Printing and World’s Best 10K Welcome Reception |

FRIDAY, OCTOBER 21

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|------------------|--|
| 8:00am - 9:00am | Atlanta Track Club Continental Breakfast |
| 8:00am - 6:45pm | Trade Exhibit |
| 8:15am - 9:00am | Packet Pickup |
| 9:00am - 9:10am | Welcome |
| 9:10am - 10:15am | Financial Planning |

◆ The session will center not only on overall budgeting, but also on costs for both small and large “add-ons,” strategic budgeting and longer range planning. It will cover purchasing versus renting or leasing, life of purchases, budgeting for replacement items, entry fee parameters (base fees, late fees, shirt upgrades, etc.). Also addressed will be appropriate stipend/salary ranges for staff and volunteer perks. What costly outsourced tasks might events bring in house, such as online registration, etc.

Faculty:

Dave McGillivray



issues, eligibility, prize money (or not), start/finish logistics, participation trends, etc. What are insurance ramifications, ADA and other legal concerns? How are disabilities classified and by whom? Do athletes and race directors have a different perspective and if so why? Two experts, one a longtime race director, the other a

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 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 Ispording, Radio Broadcast Journalist, Director of Thanksgiving Day Race (Cincinnati), 1984 Olympian

“The workshop affords the opportunity to learn from the best and network with folks to gain new ideas and insights.”

– Carl R.J. Sniffen, Former RRCA President

“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 in late October...”

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

“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

Faculty: Dave McGillivray

Moderator: Phil Stewart

10:15am - 10:35am Gasparilla Distance Classic Coffee Break

10:35am - 11:35am Event Layouts

◆ Why is the start and finish layout important to an event? Where should T-shirt distribution, water, refreshments, medical, volunteer sign up, awards, staging, etc. be located? How do you adapt a layout to different settings? As a race gets bigger, what changes? Certain layout principles transcend race size and location. We will help you avoid common and uncommon event layout mistakes that can be disastrous to your event.

Faculty: Michael Hughes

Moderator: Jeff Darman and Phil Stewart

11:35am - 11:55am Gatorade Break

11:55am - 12:55pm Good Ideas Under \$250

◆ Not every good or innovative idea to improve your event has to be costly. We will present a dozen good ideas and then ask the audience for input. Many events develop unique or creative ideas that, while inexpensive, enhance the involvement of the race participant, audience, or sponsor.

Faculty: Susan Harmeling

Moderators: Jeff Darman and Phil Stewart

1:00pm - 4:15pm Pool Break and Expo Visits

4:15pm - 5:15pm Race Anatomy

◆ We dissect the Ukrop’s Monument Avenue 10K. Director Tracey Russell will talk about the good times and any bad, sponsor gains and losses, volunteers, mistakes, unique aspects and the basics of how she does things and manages an event that has grown from about 2,500 in 2000 to well over 17,000 in 2005.

Faculty: Tracey Russell

Moderator: Phil Stewart

5:15pm - 6:45pm Road Race Management Race Directors’ Reception in Conjunction with Continuation of the Trade Exhibit

◆ Talk with exhibitors of clocks, awards, competitor numbers, banners, computer products, t-shirts, jackets 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.

SATURDAY, OCTOBER 22

a different perspective and if so why? Two experts, one a longtime race director, the other a former elite wheelchair participant, will address these and other issues.

Faculty: Bob Hall, Susan Harmeling

Moderators: Jeff Darman and Phil Stewart

10:30am - 10:50am Gasparilla Distance Classic Coffee Break

10:50am - 11:55am Post Race Sponsor Reporting

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

Faculty: Amy Berner

Moderators: Phil Stewart

11:55am - 12:30pm Expo and Gatorade Break

12:30pm - 2:15pm Keynote Luncheon and MarathonFoto/Road Race Management Race Director of the Year Award (Presented by *Running Times*)

◆ Six months into her role as ING New York City Marathon and New York Road Runners CEO, Mary Wittenberg will tell how she started on her career path and how she got to where she is. She will assess the state of the sport both nationally and in New York and discuss what she will try to change, keep the same, things that trouble her, and her overall outlook.

2:15pm - 3:00pm Visit the Expo one last time, then head for the pool!

3:00pm Expo Closes

US AIRWAYS



Special Airfare

US Airways and United Airlines have been designated the official carriers for the Road Race Management Race Directors’ Meeting and offer a 5%-10% discount off certain fares valid for travel from the United States, Caribbean, Canada and Puerto Rico. Discounts are valid between October 16 –26 2005. **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,

least three each year.”

– Robert W. Ingalls, Director Boilermaker Road Race

“It takes more than a little pixie dust to put on a great event. We learn something useful and make new contacts every year at RRM.”

–Jon Hughes, Director Walt Disney Marathon

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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 18, 2005. 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 October 8)

- \$360** (Road Race Management newsletter subscribers or 2005 Directory purchasers)
- \$421** (Others)
- \$457** (Registration and one-year subscription or renewal to RRM.) Add \$15 for overseas delivery.
 - New subscriber Renewal
- \$440** (Registration and copy of 2005 Road Race Management Directory)

and the faculty in a relaxed atmosphere.

SATURDAY, OCTOBER 22

8:45am - 3:00pm

Trade Exhibit

9:00am - 10:30am

Race Participation of Athletes with Disabilities

- ◆ We will cover all the current issues in wheel chair racing, including wheelchair/hand crank

advance. To obtain discount, you or your travel agent should call United, 800.521.4041, refer to Road Race Management meeting ID #538GO; or US Airways, 877.874.7687, refer to Gold File 591534433.

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 30 for special rate): \$159 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 20-22 • 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 annual 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 sports 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, which registers four people by October 8th, may register the fifth person free. Payment and five registrations must be transmitted together by October 8th—(all registrants must be members of the sponsoring organization).

FACULTY

Amy Berner

Corporate Accounts Manager, LaSalle Bank Chicago Marathon; formerly with IEG Consulting (Events) and DDB Advertising

Jeff Darman

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

Bob Hall

Wheelchair Champion, Boston and New York Marathons; Sport/wheel Chair designer and manufacturer (New Hall's Wheels); Disability Coordinator, Boston Marathon

Susan Harmeling

Director, Bank of America Gasparilla Distance Classic and Marathon by Tampa Bay

Michael Hughes

Director of Operations, Atlanta Track Club; Course Vehicle Coordinator, 1996 Olympic Marathon

Dave McGillivray

Director, Boston Marathon; Director 2004 Women's Olympic Marathon Trials, Peoples Beach to Beacon; MarathonFoto/Road Race Management Race Director of the Year (2000)

Tracey Russell

Director, Ukrop's Monument Avenue10K and Suntrust Richmond Marathon; Director of Events, Richmond Sports Backers

Phil Stewart

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

Mary Wittenberg

President, New York Road Runners; Director, ING New York City Marathon

Supported in part by

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

Leslie Jordan, Inc
MarathonFoto
Marathon Printing
Running Times
Winning Time U.S.A. Chip Timing
World's Best 10K

2004 Attendees:

AARC
ACLI Capital Challenge
Action Sports Intl.
Active.com
Active Survivors Network
AFM, Inc
AllSportCentral
AMB i.t. US, Inc.
ASDEPORTE
Ashworth Awards
Asics Melbourne Marathon
Atlanta Track Club
BAA Boston Marathon
Bank of America Gasparilla
Distance Classic
BKB/LTD.
Blue Cross Broad Street Run
Bolder Boulder
Boilermaker Road Race

Bradenton Runners Club
Brightroom, Inc.
Champion Chip USA
Chris Tatreau Consulting
Columbus Marathon
Coventry Healthcare Delaware
Marathon
Credit Union Cherry Blossom
Darman and Associates
DMSE
Electric City Printing
Electro-Numerics, Inc.
EMMI
Everyone Runs
Freescale Austin Marathon
Great Aloha Run
Greater Long Island Running Club
Grouper Run
Honolulu Marathon
Huntsville Times Rocket City
Marathon

Huntsville Track Club
IPI-Race Photography
Just A Short Run Half Marathon
Knoxville Marathon
Knoxville Track Club
Leslie Jordan, Inc.
Lilac Bloomsday
Link Direct Marketing
Little Rock Marathon
Manchester Road Race
Marathon Printing
MarathonFoto
Marathon of the Palm Beaches
MarathonGuide.com
MARCATE
Maxwell Medals & Awards
Mercedes Benz Cotton Row Run
Miami Runners Club
Montgomery County Road
Runners Club
Moving Comfort
National Police Challenge
New Orleans Track Club
Omaha Marathon
Pace Race
Pat Hollett Memorial 10K
Peachtree City Classic
Peachtree City Running Club
Peachtree Road Race

Pikes Peak Marathon
PRRO
Queen City Marathon
RFID Race Timing Systems
Road Race Management
RRCA
Running Network
Running Times
Salmini Films
SBLI Falmouth Road Race
Shamrock Sportsfest Marathon
& 8K
Singapore Sports Council
Space Coast Runners Organization
Sports Science
Steamboat Classic
SugarLand Finish Line Sports
Twin Cities Marathon
Ukrop's Monument Avenue 10K
Under Armour Baltimore
Marathon
United Technologies Hartford
Marathon
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