

ROAD RACE MANAGEMENT

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



RACE DIRECTORS' MEETING AND TRADE EXHIBIT

Westin Colonnade,
Coral Gables, FL
NOVEMBER 11-13, 2010



Printed on 30% pc recycled paper using vegetable based ink.

Road Race Management

Race Directors' Meeting and Trade Exhibit

Westin Colonnade Hotel, Coral Gables, FL • November 11-13, 2010

Dear Event Organizers:

We would like to invite you to our annual Road Race Management Race Directors' Meeting and Trade Exhibit. We maintain the same high standards when, in 1983, we "invented" the Race Directors' Meeting. While we may be imitated, there is only one Road Race Management Race Directors' Meeting – join us and see why we remain the best resource for event organizers.

Take advantage of a unique opportunity to upgrade and improve your event in challenging economic times. Learn, talk, socialize, debate and exchange ideas with other race officials. Immerse yourself in innovative marketing practices that can help you recruit new and retain existing sponsors and increase participation. Network with event directors, sponsors, national running media, sports organization officials and vendors. Learn how to cope with new challenges and how to improve your event year after year.

Join us in beautiful Coral Gables, FL, just 4 miles from the Miami International Airport. **Become one of the many race committees that reward committee members with a trip to this meeting. It's a great way to give key volunteers a special treat while educating and rejuvenating them for next year's race.**

We promise a great program encompassing a wide range of topics covered in depth. In addition, the meeting offers you the opportunity to visit our many exhibitors and to network in a casual atmosphere.

Hope to see you November 11 poolside at the MarathonGuide.com/World's Best 10K Welcome Reception and at the two days of meeting sessions and special activities.

Sincerely,

Jeff Darman
Meeting Coordinator

Phil Stewart
President, Road Race Management



FACULTY

JAMES BALCOMBE

Director, Manchester Road Race

JEFF DARMAN

Director, ACLI Capital Challenge; Marketing Consultant; Past President, AARC and RRCA; Former Sports Marketing Director, Moving Comfort and consultant to *Running Times*.

TAMMIE DYER

Senior Director Global Accounts, HelmsBriscoe; certified meeting planner; former sales executive with Hyatt and Hilton.

JILL GEER

Chief Public Affairs Officer, USATF; former award-winning sports writer, columnist and news editor; 1987 Wisconsin State HS XC champion.

DON KARDONG

Director, Lilac Bloomsday; Former RRCA President; writer for *Marathon and Beyond*, *Running Times*, *Runner's World*; President PRRO; 4th, 1976 Olympic Marathon.

CREIGH KELLEY

President BKB, Ltd; Director, Norfolk Freedom Marathon and Kaiser Permanente Colfax Marathon and emcee for 30 plus events annually.

KEITH PETERS

President, Eco-Logistics; Former Director of Athletics, Nike; founder of nike.com; Former Coordinator, Cascade Run Off (Portland, Oregon).

SEAN RYAN

Director, Cellcom Green Bay Marathon and many other events (triathlons, bike, relays).

PHIL STEWART

President, Road Race Management; Co-Author, *"Organizing Running Events"*; Director, Credit Union Cherry Blossom Ten Mile; Vice-President, PRRO

Take advantage of the special five for four offer

Any race committee, club or company that registers four people by October 21 with check may register a fifth person free. Payment and five registrations must be transmitted with check by October 21 (All registrants must be members or staff of the same event or organization.)

Annual Race Directors' Meeting and Trade Exhibit

Schedule

THURSDAY, NOVEMBER 11

3:45pm – 6:00pm	Packet Pickup
3:45pm – 6:00pm	Trade Exhibit
6:15pm – 7:30pm	MarathonGuide.com/World's Best 10K Welcome Reception – Poolside

(includes MarathonFoto/Road Race Management "Race Director of the Year" Award, presented by Electric City Printing).



FRIDAY, NOVEMBER 12

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 – 10:10am	Event Cancellation/Postponement Best Practices

◆ Until fairly recently, event cancellations didn't happen. Now, while not commonplace, they are no longer rare. Knowing how to make this difficult decision, often with relatively little time, takes preparation and a plan.

What pre-cancellation steps should events take? How do you communicate with entrants, hotels, municipalities and develop a Plan B? What should your refund policy be?

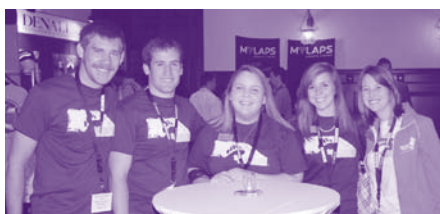
Learn about cancellation/weather insurance ins and outs, refund issues and broader financial implications and how to avoid potential permanent damage to your event's reputation.

Faculty: Sean Ryan
Moderators: Jeff Darman and Phil Stewart

10:10am – 10:30am	Publix Supermarkets Gasparilla Distance Classic Coffee Break
10:30am – 11:30am	Hotel Negotiation Strategies Getting the Most from Your Hotel Relationship

◆ For many events the hotel experience can be a complicated aggravation. How attractive are road races to the hotel industry? What kind of negotiating clout do events have? How can events negotiate the best food and beverage prices, room rates, comp ratios, comp rooms, suite upgrades and staff rates? An insider will give contract negotiating tips, contract clauses to watch out for or to add, and tips on what is really negotiable and what isn't?

Faculty: Tammie Dyer
Moderator: Jeff Darman



SATURDAY, NOVEMBER 13

11:30am – 11:50am	Gatorade Break
11:50am – 12:50pm	Award Ceremonies and Post-Race Activities – Do They Need an Extreme Makeover?

◆ Are award ceremonies obsolete? What post-race activities do runners want? We look at awards ceremonies, parties, on-site and off site activities. The traditional awards model, which many events have not changed in decades, appears broken, less and less interesting and irrelevant at most venues.

Faculty: Creigh Kelley
Moderator: Phil Stewart
12:50pm – 2:45pm Pool/Lunch Break and Expo Visits

2:45pm – 3:45pm Race Anatomy

◆ The session will dissect one of America's oldest races, the Thanksgiving Day Manchester Road Race. Director Jim Balcome will talk about the good times and any bad, ups and downs, race growth, sponsor gains and losses, volunteers and the basics of how they do things and how he manages his team, from awards to registration. This community-oriented event continues to flourish while some others have not. Find out why.

Faculty: James Balcome
Moderator: Phil Stewart

3:45pm – 4:10pm	Expo Break
4:10pm – 5:25pm	Is the Non-Profit Model Out of Date?

◆ What can non profits learn from for profits? Is the all-volunteer race management model becoming obsolete? Why are some non profits folding or selling out or "leasing" to for profits? What are the potential long-term ramifications and the future of community events? Can stand-alone events survive and flourish, and what are their unique assets? We will analyze the varying formats for non-profit events, including all volunteer, volunteer with paid director and/or staff, and for profit either stand alone or part of a conglomerate.

Faculty: Don Kardong
Moderators: Phil Stewart and Jeff Darman

5:30pm – 7:00pm	Ashworth Awards Race Directors' Reception in Conjunction with Trade Exhibit
-----------------	---

◆ Talk with exhibitors of awards, competitor numbers, banners, computer products, apparel, finish line services, magazines, running organizations, online registration and other web services, and more. An opportunity to meet fellow race directors, the faculty and exhibitors in a relaxed atmosphere.

Comments on the Road Race Management Meeting

"Last year we attended the RRM conference for the 1st time and couldn't believe what I learned, even after being a race director for 5 years. It was a true investment, not an expense, as so many of the ideas and suggestions saved us time and money!"

– Molly Jackson, Co-race Director, New Balance Ringling Bridge Run

"Every year I learn more."

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

"It's a must-attend conference."

– Scott Keenan, Director, Grandma's Marathon

"Having attended Road Race Management's Annual Race Directors' 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.

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

– Jon Hughes, Director, Walt Disney Marathon

"Learned quite a bit and good networking."

– Joe Bails, Director, Illinois Marathon

"I always find it extremely educational, beneficial and fun to attend the RRM conference. Nobody but nobody knows that much about this 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, BAA Boston Marathon, TD BankNorth Beach to Beacon

"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

"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..."

– Tracey Russell, Executive Director, Atlanta Track Club

"The Road Race Management meeting was enjoyable and informative. The challenges that we face each year with our events seemed to be commonplace with the other directors and organizers."

– Mike Radley, Director, City of Pittsburgh Great Race

"The RRM Conference is always a learning experience; it lets you see how to do things right and shows you what you do wrong and how to adjust things for your event. I have always come away with new ideas to share with my Race Committee to help our event grow."

– Jim Marino, Director, Blue Cross Broad Street Run 10 Miler

SATURDAY, NOVEMBER 13

- 8:45am Publix Supermarkets Gasparilla
Trade Classic Coffee Break
- 8:45am – 12:00pm On-line Registration – Beyond the Basics
- 9:00am – 10:10 pm On-line Registration – Beyond the Basics

◆ We will discuss not just the basics of on-line registration and costs but more importantly what specifically differentiates various companies. Today's online registration process extends beyond simply signing up runners; it now can encompass on-line communities, training programs, volunteer management and more.

This session will aid your event in selecting, evaluating or retaining the program that is best for you and help you to analyze your needs, how they may have evolved, and how they can best be met?

Faculty: Keith Peters
Moderators: Phil Stewart and Jeff Darman

- 10:10am – 10:45 am Gatorade Break
- 10:45am – 11:30am Open Forum – Discussion about the most current and pressing topics facing event directors.
- 11:30am – 12:00pm Final Expo Break
- 12:00pm Trade Exhibit closes
- 12:00pm – 1:30pm Keynote Luncheon – Jill Geer



◆ Jill Geer's background as a USATF public affairs and communication professional, news editor, sports writer and former elite high school and college athlete has offered her the opportunity to view the sport from many angles over the last 20 years. From her varied past, Jill will discuss how our marketing and media landscape has changed. She will cover the advent of social media and how USATF utilizes it. Her wealth of experience will provide some timely lessons about how events can improve their use of social media. Jill, in her often irreverent style, will address media mistakes both she and event directors have made, how events can avoid PR errors and some of her do's and don'ts for event media strategy.

"I've now attended several of the Road Race Management Conferences and each time I've been pleased with the new and relevant information I've taken away. Our jobs have so many different facets and variables that there is always more to learn and consider and these sessions zero in on what we need to know."

– Iris Simpson Bush, Executive Director,
Flying Pig Marathon

"The RRM Meeting is a great way to find out what's new in the business of road running. Even as a seasoned industry participant, I was surprised at how much I learned. It's also a lot of fun."

– David Monti, Editor & Publisher, Race Results Weekly

"I had a great time....it felt like a college reunion. You were very gracious hosts and the sessions were among the best I've heard."

– John Conley, Director, Austin Marathon & Half Marathon.

"The Road Race Management Meeting is an important opportunity for race directors to network and learn about emerging trends."

– Jean Knaack, RRCA Executive Director

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 • jdarman@rrm.com

Registration less a \$35 processing fee is refundable, if cancellation is received **in writing** prior to October 11, 2010. 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 \$35 late fee after October 21)

- \$470 (Road Race Management Members)
- \$545 (Others)
- \$582 (Registration and one-year membership or renewal to RRM.)
 - New member Renewal
- \$560 (Member Registration and copy of *Organizing Running Events*)
- \$520 (Member Registration and copy of *Road Race Management Guide to Greener Events*)
- \$540 (Member Registration and copy of *Running Industry Resource Directory*)

Note: Add \$15 for overseas membership and \$5 for overseas delivery of publications.

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 October 16th for special rate): \$159 single or double, Westin Colonnade, 180 Aragon Ave., Coral Gables, FL 33134, 305.441.2600 (Mention **Road Race Management Meeting**).

SPONSORS

Ashworth Awards

Atlanta Track Club

Britten, Inc.

ChronoTrack Systems

Electric City Printing

Publix Supermarkets Gasparilla Distance Classic

Gatorade

Leslie Jordan, Inc.

MarathonFoto

MarathonGuide.com

World's Best 10K

2009 Attendees:

3D Racing

ACLI Capital Challenge

Active Endurance

AFM

Always Advancing LLC

Annapolis Striders

Annapolis Ten Mile Run

Ashworth Awards

Atlanta Track Club

Austin Marathon and Half

Marathon

Bermuda International

Marathon/10K

BAA Boston Marathon

Baylor University Bearathon

Bellin Run

BIGSIGNS.com

BKB Ltd.

Boilermaker Road Race

Bradenton Runners Club

Brantlyrunning.com

Britten Banners

Broad Street Run

Cellcom Green Bay Marathon

Charlotte Sports Commission

Chronotracksystems

Cigna Falmouth Road Race

Cincinnati Flying Pig Marathon

Credit Union Cherry Blossom

Dag System

Deeplocal

Discorp

Door County Triathlon

Eco-Logistics

Electric City Printing

Electro-Numerics

emedia group

Fifth Season 8K/5K

GLIRC Trail Relay

Greater Long Island Running Club

Greenlayer Sports

GSI Events, Ltd.

Hog Jog 5K

HydraPouch

Keys 100

Leslie Jordan, Inc.

Lilac Bloomsday Run

Manchester Road Race

Marathon Printing

MarathonGuide.com

Marine Corps Marathon

Maxwell Medals and Awards

Medical Summary.com

Miles for Moffit

MYLAPS Sports Timing

Navy Marathon

New Balance Ringling Bridge Run

New Mexico Marathon

NYPD Running Club

Ocean to Sound

Ogden Marathon

Precision Race LLC

PRRO

Publix Supermarkets Gasparilla

Distance Classic

Quad Cities Marathon

Queen City Marathon

RaceMenu.com

RaceHeadquarters

Race Results Weekly

Raceit.com

Road Race Management

RRCA

Run 4 Missions

Runner's Edge Foundation

Runner's World

Running Network

RunSignup.com

Sarasota Family YMCA

Sport Science

Strands.com Race Services

Super Sunday 5K/10K

SweatVac Performance Wear

TD Bank North Beach to Beacon

That's a Wrap! Event Productions

The Darman Group

The Denali Company

Ultrasports LLC

USATF

Vermont City Marathon

World Sports

World Trade Center Run To

Remember

World's Best 10K

Yuengling Shamrock Marathon