

ROAD RACE MANAGEMENT

Race Directors' Meeting

110 East State Street, Suite 15

Kennett Square, PA 19348



RACE DIRECTORS' MEETING AND TRADE EXHIBIT • NOVEMBER 6-8, 2008
Marriott Hollywood Beach • Hollywood Beach, FL

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**Road
Race
Management**
Race Directors' Meeting
and Trade Exhibit
November 6-8, 2008
Marriott Hollywood Beach

*New
Beachfront
Location*



Dear Event Organizers:

We would like to invite you to the 25th Anniversary of the Road Race Management Race Directors' Meeting and Trade Exhibit. We maintain the same high standards we set in 1983 when we "invented" the Race Directors' Meeting. Our innovation is imitated, but there is only one Road Race Management Race Directors' Meeting – join us and see why we remain number one.

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

Join us in Hollywood, FL, just 6 miles from the Ft. Lauderdale/Hollywood International Airport, at our new beautiful beachfront hotel location. Think about spending an extra day. 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 educating and rejuvenating them for next year's race.

We promise a great program for you in 2008 encompassing a wide range of topics covered in depth. And the meeting offers you the opportunity to visit our many exhibitors and to network in a casual atmosphere.

Hope to see you November 6 at the *Running Network/World's Best 10K Welcome Reception* and at the two days of meeting sessions.

Sincerely,
Jeff Darman
Meeting Coordinator

Phil Stewart
Editor and Publisher
Road Race Management



Take advantage of the special five for four offer

Any race committee, club or company that registers four people by October 23rd may register a fifth person free. Payment and five registrations must be transmitted together by October 23rd (all registrants must be members or staff of the same event organization).

FACULTY

JOHN CONLEY

Director, AT&T Austin Marathon; CEO, Conley Sports; MarathonFoto/Road Race Management 2006 Co-Race Director of the Year.

JEFF DARMAN

Director, ACLI Capital Challenge; Marketing Consultant; Past President, AARC and RRCA; Former Sports Marketing Director, Moving Comfort

DAVE DEIGAN

Founder and Chairman, AFM, Inc.; Post Finish Line Director, Wine Country Half Marathon; RUSA Board Member

JIM GERWECK

Editor-at-Large, *Running Times*; Vice-Chairman, USATF Road Running Technical Committee

KEITH PETERS

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

TONI REAVIS

Host, Elite Racing TV; TV Analyst Boston, New York, Chicago Marathon; Co-founder runnerville.com; Former host, ESPN Race of the Month.

SEAN RYAN

Director, Cellcom Green Bay Marathon and Door County Triathlon

PHIL STEWART

Editor and Publisher, *Road Race Management* newsletter; Director, Credit Union Cherry Blossom Ten Mile; Vice-President, PRRO

Annual Race Directors' Meeting and Trade Exhibit

Schedule

THURSDAY, NOVEMBER 6

3:45pm – 6:00pm Packet Pickup
 6:15pm – 7:30pm Welcome Reception
 (sponsored by *Running Network* and *World's Best 10K*)
 MarathonFoto/*Road Race Management* "Race Director of the Year" Award presentation (presented by *Running Network*).

FRIDAY, NOVEMBER 7

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 Marathon Relays, Ekidens and Team Events

Relay events—either stand alone or as part of marathons—are increasing. Should you start or add a relay, and if so what are the logistical and financial ramifications? Also a look at relay events and the pros and cons of team scoring.

Faculty: Sean Ryan
 Moderator: Phil Stewart

10:10am – 10:30am Gasparilla Distance Classic Coffee Break
 10:30am – 11:35am The New Media

How can races utilize the new media such as podcasts, blogs, youtube, mapmyrun.com, realbuzz.com and the many other evolving opportunities to reach out to a broader audience? What are the logistics and costs involved and what expertise is needed?

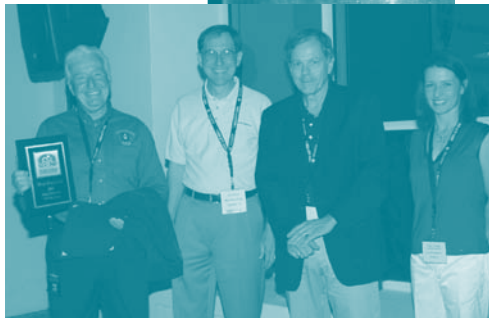
The session will assess many of the opportunities, both good and bad, and look ahead to what's next.

Faculty: Keith Peters, Toni Reavis
 Moderators: Jeff Darman & Phil Stewart

11:35am – 11:55am Gatorade Break
 11:55am – 12:55pm Race Anatomy

We dissect the AT&T Austin Marathon. The Director will talk about the good times, the ups and downs, race growth, sponsor gains and losses, volunteers and the basics of how he does things and manages everything from awards to registration.

Faculty: John Conley
 Moderator: Phil Stewart



12:55pm – 3:15pm Beach/Pool/Lunch Break and Expo Visits
 3:15pm – 4:20pm "Greening" Your Event

We learned a lot at our Green Workshop last spring and since then the trend to green events has accelerated. Each month new events are added to the list of those with creative initiatives from recycling to reduction of waste. We will offer several case studies of what events and vendors are doing and realistic tangible suggestions on "greening" your event.

Faculty: Keith Peters
 Moderator: Jeff Darman

4:20pm – 4:45pm Expo Break
 4:45pm – 5:30pm Open Forum

A chance for all to comment and candidly share experiences, ask questions and learn about new developments. Both race officials and suppliers will be present to share their thoughts on hot topics of the day, be it potential impact of a weakened economy and impact of fuel prices on events, chip timing developments, greening your event or any other critical issues facing the sport.

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. Free drinks and snacks and an opportunity to meet fellow race directors, the faculty and exhibitors in a relaxed atmosphere.



Comments on the Road Race Management Meeting

"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., End Result Company

"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, Former Director, Boilermaker Road Race

"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, TD BankNorth, 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

"I would like to congratulate you both on a superb job with the conference. The whole conference was well run, smooth and enjoyable. Thanks for putting on a top-notch event!"

– Scott Robinson, AmeriKenyan Running Club

"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

SATURDAY, NOVEMBER 8

9:00am – 2:30 pm Trade Exhibit
9:00am – 10:05 am Race Course Design,
Monitoring and Management

What are key design elements, what geographical/topographical considerations are critical? How do you ensure courses are run as certified? We will look at course mapping, pre-race validations and start/finish design elements that adequately address the number of starters/finishers.

This session will aid you in designing or redesigning a course worth certifying.

Faculty: Jim Gerweck
Moderator: Phil Stewart

10:05am – 10:40am Gasparilla Distance Classic
Coffee Break

10:40am – 11:50am Post Finish Line Planning

How do you coordinate the finishers after they cross the line? Refreshments, blankets, medical needs, reuniting with family and friends, award distribution and exiting secure areas are all important factors. How do you process runners without causing confusion or ill will? This all too often ignored element needs good design and logistical management of your post finish area.

Faculty: Dave Deigan
Moderator: Jeff Darman



11:50 am – 12:30 pm. Expo and Gatorade Break

12:30 pm – 2:00 pm Keynote Luncheon

Toni Reavis will address what he has learned over the years, what frustrates, irritates or perplexes him about the sport, what pleases him, and in his opinion what paths the sport and its leaders should take. Toni's background in the sport ranging from the Greater Boston Track Club heyday, and a quarter century as a television and radio commentator, writer and webcaster, uniquely qualifies him for our keynote talk.

2:00 pm – 2:30 pm Visit the Expo one last time,
then head for the beach

2:30 pm Expo closes



“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

“When interacting with those that attend... you feel that you're at the heartbeat of the industry.”

– Mike Cambre, Director, New Orleans Mardi Gras Marathon.

“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

“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



SUPPORTED IN PART BY

Ashworth Awards
Atlanta Track Club
Britten, Inc.
Electric City Printing
Gasparilla Distance Classic
Gatorade

Leslie Jordan, Inc.
MarathonFoto
realbuzz.com
The Running Network
The End Result Company
World's Best 10K

2007 Attendees:

ACLI Capital Challenge
Active Network
AllSportCentral
AMB Timing
Amerikenyan Running Club
Arthritis Foundation
Ashworth Awards
AT&T Austin Marathon
Atlanta Track Club
Boston Athletic Association
BAA Boston Marathon
Baylor University
Bearathon
BKB Ltd.
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Cellcom Green Bay Marathon
ChampionChip USA
Cigna Falmouth Road Race

Classic 10K Road Race
Conley Sports
Cool Running/Active
Crazy 8's 8K
Credit Union Cherry Blossom
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DMSE Sports
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Hamptons Marathon
Hawi Management
Illinois Valley Striders
ING Georgia Marathon
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Mid-Pacific RRC
Mt. Rushmore Marathon
New Orleans TC
New York Road Runners
Niagara Falls International Marathon
Peachtree City Classic
Peachtree Road Race

PRRO
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Racers Against Childhood Cancer
realbuzz.com
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Rodes City Run
RRCA
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Runner's World
Running Network
Running Times
SAI Timing & Tracking
Santa Barbara International
Marathon
SignMeUp.com
SportScience
St. Patrick's Day Races
Steamboat Classic
Subaru 4 Mile Chase
The End Result Company
Tokyo Marathon
Twin Cities Marathon
Ultra Sports LLC
USADA
USATF
Utica Boilermaker
WearYourNumber.com
World's Best 10K
Yuma Visitors Bureau

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 October 5, 2008. 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 18)

- \$420** (*Road Race Management* newsletter subscribers or 2008 Directory purchasers)
- \$481** (Others)
- \$517** (Registration and one-year subscription or renewal to RRM.)
 - New subscriber Renewal
- \$520** (Registration and copy of 2008 Road Race Management Directory)
- \$474** (Registration and copy of 2008 Road Race Management Guide to Greener Events)

Note: Add \$15 for overseas delivery of subscription and \$5 for overseas delivery of Directory or Green Guide.

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 15th for special rate): \$169 single or double, Marriott Hollywood Beach, 2501 North Ocean Drive, Hollywood, FL 33019. 954-924-2202; 866-306-5453 (Mention **Road Race Management Meeting**).