

**ROAD RACE MANAGEMENT**

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



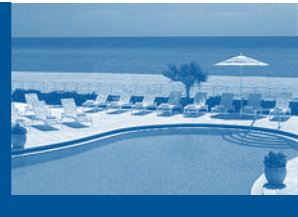
**RACE DIRECTORS' MEETING AND TRADE EXHIBIT • NOVEMBER 5-7, 2009**  
**Marriott Hollywood Beach • Hollywood Beach, FL**



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***Road Race  
Management***



**Race Directors' Meeting and Trade Exhibit**

**November 5-7, 2009 • Marriott Hollywood Beach Hotel**

## Dear Event Organizers:

**W**e would like to invite you to the 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. 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 in these challenging economic times. 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 how to improve your event year after year.

Join us in Hollywood, FL, just 6 miles from the Ft. Lauderdale/Hollywood International Airport, at our 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 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 5 at the MarathonGuide/World's Best 10K Welcome Reception and at the two days of meeting sessions.

Sincerely,

Jeff Darman  
Meeting Coordinator

Phil Stewart  
President, Road Race Management



## Take advantage of the special five for four offer

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

## FACULTY

### JEFF DARMAN

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

### SUSAN HARMELING

Director, Publix Supermarkets Gasparilla  
Distance Classic

### DON KARDONG

Director, Lilac Bloomsday, Former RRCA  
President, writer for *Marathon and Beyond*,  
*Running Times*, *Runners' World*, President  
PRRO; Member 1976 Olympic Marathon  
team.

### DAVE MCGILLIVRAY

Director BAA Boston Marathon and TD  
Bank North Beach to Beacon

### KEITH PETERS

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

### IRIS SIMPSON BUSH

Director, Cincinnati Flying Pig Marathon

### PHIL STEWART

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

### BART YASSO

Chief Running Officer, *Runner's World*;  
author, "My Life on the Run", competitor  
in over 1000 races on seven continents.

# Annual Race Directors' Meeting and Trade Exhibit

## Schedule

### THURSDAY, NOVEMBER 5

- 3:45pm – 6:00pm Packet Pickup  
4:00pm – 6:00pm Trade Exhibit Opens  
6:15pm – 7:30pm Welcome Reception  
(sponsored by MarathonGuide.com and World's Best 10K) and announcement of MarathonFoto/Road Race Management "Race Director of the Year" Award (presented by Running Network).



### FRIDAY, NOVEMBER 6

- 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 Building, Revitalizing and Restructuring Race Committees

- Is your race committee structured properly, or is it just something you inherited? Is your decision making body too big, too small or just right and what criteria are you using to determine that? How are members of the decision-making body chosen for the event? How long should people serve? How do for-profit and non-profit models differ and what can be learned from each? Is your decision making structure transparent? How many on your committee are paid either directly by your race or indirectly through their employer/sponsor? Does paying committee members create any tension? Is the Race Director a voting member? How are personnel issues handled (evaluations, salary reviews, etc.)? How do you select and vet new members?

Faculty: Don Kardong  
Moderator: Phil Stewart

- 10:10am – 10:30am Gasparilla Distance Classic Coffee Break  
10:30am – 11:35am What Do You Do If? A Guide to Contingency Planning

- 12:55pm – 3:00pm Beach/Pool/Lunch Break and Expo Visits  
3:00pm – 4:00pm Maximizing Race Merchandise Sales

- The session will address setting realistic sales goals, what sells and what doesn't, pricing, display, pre and post race sales, the use of web, logistics and staffing at Expo, training for staff, minimizing theft, disposing and pricing of previous years leftovers, use of third party selling sites, designing merchandise, upselling to technical tees and licensing.

Faculty: Iris Simpson Bush  
Moderator: Jeff Darman

- 4:00pm – 4:25pm Expo Break  
4:25pm – 5:25pm The Art of Schmoozing – Maintaining Good Sponsor Relations

- Relating to and keeping sponsors happy is an art and it takes talent and patience. Sponsors have differing needs and assessing what they want and, when possible, giving it to them, is a goal of the good event director. However, sometimes you have to say no and communicating that to a sponsor is an important skill too.

Sponsor maintenance and the art of "schmoozing" them to keep that relationship healthy throughout the year is a skill.

## 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.

*"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

*"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 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, BAA 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

*"Thank you so much for an awesome conference. Everything was really great."*

– Jennifer Goff, Racetrackers Enterprises, Inc.

*"This was the best RRM meeting ever. We*

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10:10am – 10:30am	Gasparilla Distance Classic Coffee Break
10:30am – 11:35am	What Do You Do If? A Guide to Contingency Planning

- What if there is trouble on course (fire, accident), municipality increases costs close to race date, chip or other scoring malfunctions or transportation troubles such as busing runners to start? Suppose course markings disappear (rain, snow), bad weather forecast or unexpectedly crops up during event, post race food doesn't show, or race director or key official has serious illness on race day or weekend? This session will highlight "best practices" and allow for spirited interaction with faculty and the audience.

**Faculty:** Dave McGillivray  
**Moderators:** Jeff Darman & Phil Stewart

11:35am – 11:55am	Gatorade Break
11:55am – 12:55pm	Adapting to Troubled Economic Times

- A panel of experts will address how the economy has affected their events in the last 12 months, what steps they have or are they taking to adjust to changing economic times. Is the worst over in their opinion? We will discuss sponsor losses, sponsor/marketing strategy changes, and how to deal with them.

**Faculty:** Susan Harmeling, Don Kardong, Dave McGillivray, Iris Simpson Bush  
**Moderator:** Jeff Darman

12:55pm – 3:00pm	Beach/Pool/Lunch Break and Expo Visits
3:00pm – 4:00pm	Maximizing Race Merchandise Sales

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Sponsor maintenance and the art of "schmoozing" them to keep that relationship healthy throughout the year is a skill.

Susan Harmeling will share her experience and examples of what she and other successful race directors do.

**Faculty:** Susan Harmeling  
**Moderator:** Phil Stewart

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



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*"Thank you so much for an awesome conference. Everything was really great."*

– Jennifer Goff, Racetrackers Enterprises, Inc.

*"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

*"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"*

## SATURDAY, NOVEMBER 7

9:00am – 12:15 pm Trade Exhibit

9:45am – 11:00 am Greening Your Event – Part II

■ Last year we looked at greening events; this year we update you on the growing number of races going green, even in an economic downturn. We will explore how and why green events have obtained greater acceptance, and why many event



directors and sponsors see this as necessary to the success of their events. Has greening become as necessary as toilets, refreshments and good course logistics?

Keith Peters will give examples and “how to” information. He will demystify carbon offsets, recycling, composting and offer tips for things you can do regardless of your budget.

Faculty: Keith Peters

Moderator: Jeff Darman

12:15pm Trade Exhibit closes

12:15am – 1:45am Keynote Luncheon

■ Bart Yasso has run over 1000 races on all seven continents. This won't be a travel lecture but a chance to hear Bart's candid impressions gleaned from years of watching race directors at work and their end product, good and bad. Hear how his views of races and their leaders has evolved over the years.

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

*“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

## 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, 2009. 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 17)

- \$440** (Road Race Management Members)
- \$505** (Others)
- \$552** (Registration and one-year membership or renewal to RRM.)
  - New member
  - Renewal
- \$530** (Member Registration and copy of Organizing Running Events)
- \$480** (Member Registration and copy of 2008 Road Race Management Guide to Greener Events) -- Special Offer

Note: Add \$15 for overseas delivery of subscription 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)

To pay by credit card, call Jeff Darman at 610.925.1976 or email [jdarman@kennett.net](mailto:jdarman@kennett.net)

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 16<sup>th</sup> 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**).

## SPONSORS

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

Gatorade  
Leslie Jordan, Inc.  
MarathonFoto  
MarathonGuide.com  
Running Network  
World's Best 10K

## **2008 Attendees:**

ACLI Capital Challenge  
Active Network  
AFM Inc./Heatsheets  
AJC Peachtree Road Race  
AMB ChampionChip, USA  
Army Ten-Miler  
Ashworth Awards  
Athletes for a Fit Planet  
Atlanta Track Club  
Austin Marathon  
Baylor University Bearathon  
Bermuda International  
Marathon/10K  
Blue Cross Broad St. Run  
Boilermaker Road Race  
Boston Athletic Association  
Britten, Inc.  
Buffalo Marathon

Cayman Islands Marathon  
Cellcom Green Bay Marathon  
ChronoTrack  
Conley Sports  
Cool Running/Active Network  
Credit Union Cherry Blossom  
Door County Triathlon  
DC Road Runners  
DeFeet International  
DMSE, Inc.  
Eco-Logistics  
Electric City Printing  
emedia group  
Event Director  
Finish Line Manufacturing  
Five Points of Life Marathon  
Florida Track Club  
Greater Long Island Running Club

Illinois Marathon  
ING Georgia Marathon  
ING NYC Marathon  
J-chip USA  
Leslie Jordan, Inc.  
Lilac Bloomsday Run  
Magna Treads LLC  
MapMyRun.com  
Marathon Printing, Inc.  
MarathonFoto  
MarathonGuide.com  
Marine Corps Marathon  
Maxwell Medals & Awards  
MedicalSummary.com  
Micro Talk Systems Corp.  
Miles for Moffitt  
Mississauga Marathon/Oakville Half  
MWR/Navy Half Marathon  
New Mexico Marathon  
New Orleans Mardi Gras Marathon  
New York Road Runners  
Odyssey Race Management, LLC  
Ogden Marathon  
Park City Marathon  
Pittsburgh Marathon  
PRRO  
Race it.com

Race Results Weekly  
Racetrackers Enterprises Inc.  
Ragnar Events  
Reach More Runners  
realbuzz.com  
Road Race Management  
Rodes City Run 10K  
RRCA  
Runners Reward  
RunnerSpace.com  
runnerville.com  
Running Network  
Running Times  
SAI Timing & Tracking  
Sport Science  
Start to Finish Event Management  
Steamboat Classic  
T Shirt 1  
Talk Fusion  
The End Result Company  
Ultra Sports LLC  
USA Triathlon  
USADA  
USATF  
Women's Running Magazine  
World's Best 10K  
Yankee Timing