

## ***On-site RRCA Race Director Certification***

Since 2014, hundreds of race directors have completed the **RRCA's Online Race Director Certification Course**, providing a valuable educational opportunity and enhancing the understanding of best practices and industry trends for staging events. In conjunction with the **Road Race Management Meeting**, the course will be offered *in-person* for the first time on **Thursday, November 8 between 8:00AM and 5:00 PM**. A limited number of attendees will have the rare opportunity to have the online course richly supplemented by accomplished event directors from around the country speaking on the topics they helped develop for the course curriculum. *Registration is limited.* The cost is \$260 in addition to the standard registration fee for the meeting and includes a copy of the textbook, the second edition of "*Organizing Running Events.*" The in-person course is only available to registered Road Race Management Meeting attendees.

## **ROAD RACE MANAGEMENT**

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



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

# ***Road Race Management***

**Race Directors' Meeting and Trade Exhibit**

  
CELEBRATING 35 YEARS  
OF BEST PRACTICES  


The Vinoy® Renaissance St. Petersburg  
Resort and Golf Club  
St. Petersburg, FL  
November 8-10, 2018



## Dear Event Organizers:

We invite you to join us at the Road Race Management Race Directors' Meeting and Trade Exhibit. We have maintained the same high standards since 1983, when we "invented" the Race Directors' Meeting. While we are imitated, there is only one Road Race Management Race Directors' Meeting – join us, see the difference, and experience why we remain the best resource for event organizers.

Take advantage of this opportunity to upgrade and improve your event. Learn, talk, socialize, debate and exchange ideas with other race officials. Network with event directors, sponsors, national running media, sports organization officials and industry suppliers. Learn how to cope with new challenges and how to improve your event year after year.

Join us on the waterfront in St. Petersburg, FL (20 miles from Tampa Airport).

We offer an excellent room rate of \$209 at this historic 4-diamond resort. Join the many race committees that reward committee members with a trip to this meeting. **It's a great way to give key volunteers or staff a special treat while educating and rejuvenating them for next year's event.** We promise another excellent program. 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 8, at the MarathonGuide.com/Publix Gasparilla Distance Classic Welcome Reception and at the two days of meeting sessions and social activities that follow including the nearby Ribfest with national entertainment.

Sincerely,  
Phil Stewart  
President  
Road Race Management

Jeff Darman  
Meeting Coordinator  
Road Race Management

*Register now, attendance is limited.*



## Take advantage of the special five for four offer

Any race committee, club or company that registers four people by October 17, may register a fifth person free. Payment and the registrations must be transmitted together by October 17.

(All registrants must be members or staff of the same event or organization.)

[www.rrm.com](http://www.rrm.com)

### PRESENTING SPONSORS

Ashworth Awards  
HighTech Signs  
Leslie Jordan  
MarathonFoto  
MarathonGuide.com  
MYLAPS  
Publix Gasparilla  
Distance Classic

### SUPPORTING SPONSORS

Gatorade Endurance

### CONTRIBUTING SPONSORS

Marathon Printing  
National Event  
Services  
RunSignUp

### 2017 Attendees:

ACLI Capital Challenge  
ACTIVE.com  
Always Advancing  
Ashworth Awards  
BAA  
Bank of America Chicago  
Marathon  
Bank of America Shamrock  
Shuffle  
Bermuda Marathon & Half  
Marathon  
BibRave  
Bix 7  
BKB Limited  
Blue Cross Broad Street Run  
Blue Footed Timing  
BMW Dallas Marathon  
Boilermaker Road Race  
Boston Athletic Association  
Boulder Bibs  
Canada Running Series  
Charm City Run  
Chicago Event Management  
Colfax Marathon  
Council for Responsible Sport  
Cowtown Marathon  
Crawling Crab Half Marathon  
Credit Union Cherry Blossom  
DMSE Sports, Inc

Electric City  
emedia group  
EnMotive/RAM Racing  
Everything Running  
Flying Pig Marathon  
Geben Communication  
GoEventUs  
Greater Long Island Running  
Club  
haku  
Hartford Marathon Foundation  
Hasty Awards  
Hightech Signs  
Houston Marathon Committee  
IAAF  
J and A Racing  
Lake 2 Productions  
Leslie Jordan, Inc  
Lilac Bloomsday Run  
Marathon Printing  
MarathonFoto  
MarathonGuide.com  
Marine Corps Marathon  
Maxwell Medals & Awards  
MCRRC  
Mike Plant & Associates, Inc  
MYLAPS Sports Timing  
National Event Services  
New Balance Falmouth Road  
Race

Next Wave Insurance  
NR Media Group  
Parcmobile  
Parks Half Marathon  
Publix Gasparilla Distance  
Classic  
Quad-City Times Bix7  
Race for Every Child  
Race Management  
Solutions  
Race Roster  
RaceJoy  
Road Race Management  
Road Runners Club of  
America  
Rufus Racing, LLC  
Run Ottawa  
Running Alliance Sport  
RunSignUp  
Sickle Cell Foundation of  
GA  
Symbol Arts  
TD Beach to Beacon  
Ticket Guardian  
USATF  
YouTooCanRun  
Yuengling Shamrock  
Marathon

## FACULTY

### JEFF DARMAN

Director, ACLI Capital Challenge;  
Marketing Consultant; Past President  
RRCA; Former Consultant to Moving  
Comfort, Nike, and *Running Times*;  
Member, IAAF Road Running  
Commission.

### BEE MCLEOD

Head Judge, Credit Union Cherry  
Blossom 10 Mile; Former RRCA  
President, Former Cox Communications  
Director of Performance Management;  
Network Operations Department,  
Browning Ross Spirit of the RRCA award  
(2014).

### DAVE MCGILLIVRAY

Director, BAA Boston Marathon;  
President, DMSE Sports; Director, TD  
Beach to Beacon 10k and New Balance  
Falmouth Road Race.

### MIKE NISHI

Executive Vice President Chicago Event  
Management charged with overseeing the  
production of events including The Bank  
of America Chicago Marathon with a  
particular focus on operations.

### SEAN RYAN

Director Fall 50; past Director Cellcom  
Green Bay Marathon; co-director Across  
the Bay 10k (MD).

### JAN SEELEY

Co-director Christie Clinic Illinois  
Marathon; past publisher *Marathon &  
Beyond*.

### BETH SHLUGER

CEO and President Hartford Marathon  
Foundation, which produces 50 plus  
events annually; and Director Eversource  
Hartford Marathon.

### PHIL STEWART

President, *Road Race Management*;  
Co-author, "*Organizing Running Events*";  
Director, Credit Union Cherry Blossom  
Ten Mile; Vice-President, PRRO; Race  
Announcer for many prominent national  
events.

### CHRIS TROYANOS

President Sports and Medicine  
Consultants; Executive Director,  
International Institute for Race Medicine;  
Medical Coordinator, BAA Boston  
Marathon.

### GREG VIA

Global head of Sports, eSports and  
Entertainment Marketing for The Gillette  
Company. He is also a member of the P  
& G Olympic core team that works to  
activate P & G and its family of brands  
on a Global Olympic platform. Formerly  
Vice President Alliance and Licensing at  
New Era Cap; Vice President, Worldwide  
Corporate Sponsorship, Motorola; and  
Director of Worldwide Sports Marketing,  
Gatorade.

## Earn RRCA Certified Race Director Continuing Education Credits (CECs)

Road Runner's Club of America CEC's  
can be earned at the Road Race  
Management Race Directors' Meeting  
(16 CEC's per year can be earned at  
our meeting). To maintain RRCA Race  
Director certification, race directors  
are required to achieve 20 hours of  
Continuing Education Credits over a  
four-year period at the RRM meeting,  
RRCA Convention or other RRCA  
approved venues.



## Comments on the Road Race Management Meeting

*"The Road Race Management Meeting is the meeting you should attend if you want to get close and intimate with other leaders in our industry and walk away with a WOW! We attend each year with some great take aways."*

– Amy Frostick, Co-Race Director, J&A Racing

*"The RRM Annual RDs' Meeting has become a must-attend on my calendar. It's the one conference in the country that is guaranteed to have first-rate speakers covering timely and pertinent topics specifically aimed at the business and art of staging road races. There's no fluff – just solid and practical information that a Race Director can take home and immediately put to good use."*

– Brant Kotch, Director, Chevron Houston Marathon

*"Every year I learn more."*

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

*"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.

*"Thanks for a great conference last week. I really enjoyed the experience, both the seminars and the networking"*

– Joy Dubin Grossman, Youth Director, RunVermont

*"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!"*

– Dave McGillivray, Director, BAA Boston Marathon, TD Beach to Beacon 10 K Road Race

*"I find this conference to be a very effective and efficient way for me to stay current with the latest knowledge and trends in the world of running."*

– James Balcome, Director, Manchester Road Race

*"Thank you so much for the hard work and dedication you put into the conference. Limiting the conference size really encouraged a lot of connection, collaboration, and opportunities for learning. Our team thoroughly enjoyed the event and we look forward to attending next year."*

– Jackie Levy, Director of Product, Haku

*"After not being able to attend for a few years, I was reminded last year how beneficial this meeting is in the running community. The topics are designed to address issues facing us all, providing insight on how to deal with concerns and how to make our events the best they can possibly be. One always comes away with several nuggets, and just being around like minded people is a joy."*

– Steven L. Jones, Board Member, Lilac Bloomsday

*You and Phil did an outstanding job with this year's conference. I have never been around a nicer group of people. I learned, listened, I was inspired. Thank you for your efforts. Look forward to next year's conference.*

– Wayne Kursh, President, Races2Run

## Annual Race Directors' Meeting and Trade Exhibit

The Vinoy® Renaissance St. Petersburg Resort and Golf Club ■ St. Petersburg, FL ■ November 8-10, 2018

### SCHEDULE

#### THURSDAY, NOVEMBER 8

Special Note: RRCA Race Director Certification course

8:00am – 5:00PM – requires pre-registration.

2:30pm – 5:45pm Packet Pickup  
 2:30pm – 6:00pm Trade Exhibit  
 6:00pm – 7:15pm MarathonGuide.com/Publix Gasparilla Distance Classic Welcome Reception – (includes MarathonFoto/Road Race Management "Race Director of the Year" Award, presented by MYLAPS)

#### FRIDAY, NOVEMBER 9

7:45am – 8:45am Continental Breakfast  
 8:00am – 6:00pm Trade Exhibit  
 8:00am – 8:45am Packet Pickup  
 8:45am – 8:55am Welcome – Phil Stewart  
 8:55am – 9:55am Municipal Relations in a Crowded Event Era

- Many municipalities are increasingly hostile to the burgeoning number of running events. How can we work with municipalities who are over-saturated with events? Obviously there are examples where cities embrace one or a few events while others find a more restrictive environment.

What is the trend nationally and what successful strategies have worked to improve an event's relations with local government and to assure municipal costs for an event are fair and equitable?

Faculty: Jan Seeley  
 Moderator: Phil Stewart  
 9:55am – 10:15am Publix Gasparilla Distance Classic Coffee Break

10:15am – 11:15am Problem Solving

- Ahead of the meeting Dave and Sean will solicit problems, dilemmas, etc., and come up with proposed solutions. They will also discuss some case studies of situations they have personally encountered.

Faculty: Dave McGillivray and Sean Ryan  
 Moderators: Jeff Darman and Phil Stewart  
 11:15am – 11:35am Gatorade Endurance Break

11:35am – 12:35pm Types and Frequency and Treatment of Runner Injuries at Races

- A statistical overview of medical interventions (starting with most common and working down) along with appropriate medical responses. What a medical team might encounter. Knowing what to expect and where are important. How best to assemble a medical team including staffing (how many and with what medical experience).

What are current opinions about treating versus transporting, tracking medical casualties, the conundrum posed by HIPAA laws and communicating with families of people who are being treated medically, and how do you evaluate what you have in place?

Faculty: Chris Troyanos  
 Moderators: Jeff Darman and Phil Stewart

12:35pm – 2:00pm Lunch Break and Trade Exhibit Visits

2:00pm – 3:00pm Use of Digital Methods to Enhance Recruitment and Retention of Sponsors

- How should you rethink and repackage sponsorship in the digital age? Companies want more than logos on t-shirts and signs at the finish line. How do you employ online capabilities and social media platforms to assess what you have to offer and assess the value your event is delivering to sponsors?

Faculty: Beth Shluger  
 Moderator: Jeff Darman  
 3:00pm – 3:30pm Trade Exhibit Break

3:30pm – 4:35pm Event Anatomy

- The Credit Union Cherry Blossom has been a popular fixture on the road race circuit for 46 years. Longtime Event Director Phil Stewart will discuss the race philosophy which has enabled this event to endure – from an early commitment to showcase elite running to its title sponsor longevity (the credit unions have been the title sponsor since 2002). In addition, he will focus on some unique things the race does to make it special.

Faculty: Phil Stewart  
 Moderator: Jeff Darman  
 4:45pm – 5:45pm Ashworth Awards Race Directors' Reception in Conjunction with the Trade Exhibit

- Talk with exhibitors of awards, competitor numbers, banners, computer and timing products, apparel, running organizations, online registration, apps, other web services, and more. It's a relaxed opportunity to meet fellow race directors, the faculty and exhibitors in an informal atmosphere.

5:45pm – 8:00pm MarathonGuide.com Keynote Dinner

- Greg Via has been Global Head of Sports, eSports and Entertainment Marketing for The Gillette Company since 2007. He is responsible for Gillette's involvement in the global sports marketing place. Greg was formerly Vice President Worldwide Corporate Sponsorship at Motorola and Director of Worldwide Sports Marketing at Gatorade.

Running appears to be ebbing a bit in terms of race numbers with even some classic events seeing a participation drop. While it may just be a transitory dip, akin to the ebb and flow in other major sports, it is a wakeup call.

Why has road running failed to crack the big time and are our sights and hopes misplaced? What can we learn from other sports? What aren't we doing that we should be doing, realizing there are no easy answers and some wishes are pipedreams?

The dinner includes the announcement and presentation of the MarathonFoto/Road Race Management Lifetime Achievement Award, after which many will head to the entertainment at the Ribfest down the street.

## SATURDAY, NOVEMBER 10

8:30am – 9:00am Breakfast Snacks and Publix Gasparilla  
Distance Classic Coffee Break

8:30am – 11:30pm Trade Exhibit

9:00am – 10:00am Crowd Flow and Management

- How to better plan and manage crowd density, whether for participants, attendees and/or spectators, at start/finish areas, course, venues, post-race parties, etc. This includes how we assign participants to special corrals, based on space constraints, timing, flow, etc. How do we address the time needed for use of road, not creating bottlenecks on course or at finish, assuring male/female elites are not negatively impacted and on and on.

Faculty: Mike Nishi  
Moderator: Jeff Darman

10:00am – 10:30am Gatorade/Trade Exhibit Break  
10:30am – 11:30am Cheating Enforcement

- Everyone talks about catching cheaters (and technological enhancements increase our ability to do so), ranging from course cutters, to bib swappers, to fake qualifying -- but what are events doing individually and collectively -- about enforcement and punishment for convicted cheaters? What should "due process" look like for suspected cheaters? Should a national database of known cheaters be established? This session focuses on non-drug related cheating.

Faculty: Bee McLeod  
Moderator: Phil Stewart  
11:30am Trade Exhibit closes

## FAQ

### Q. Why don't you offer online registration?

A. We are fans of the many online registration vendors who offer a superb and needed service to the industry. Given that we keep our meeting size to 200, we find it has been very beneficial to offer personal assistance to registrants and exhibitors as they select best options for themselves and key race officials. Forms are online and can be mailed or emailed to us of course and we accept credit cards. Particularly for new attendees, we have found they appreciate being able to speak to us and decide what works best and is most cost effective particularly if more than one member of race committee is planning to attend. We also field many questions asking about our publications, programs, hotel and airport transportation.

Again the process is easy; fill out registration form (fillable online) and mail with payment OR scan and email the .pdf with the credit card form.

*"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."*

– Iris Simpson Bush, Executive Director,  
Flying Pig Marathon

*"I had a great time....it felt like a college reunion. The sessions were among the best I've heard."*

– John Conley, President, Conley Sports Productions and  
former Director, Austin 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

*"Road Race Management is an opportunity to educate, recharge, and network with your peers. It does so by providing the Race Directors with a treasure chest full of event information which is more valuable than gold!"*

– Rick Nealis, Director, Marine Corps Marathon

*"I just wanted to let you know that I thought this was another excellent conference! The presenters were engaging... the topics very current and extremely useful. A job very well done by all!"*

– Mindy Davidson, Director, Marcum Workplace Challenge;  
Vice President, Greater Long Island  
Running Club



## 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 \$50 processing fee is refundable if cancellation is received **in writing** prior to October 3, 2018. Road Race Management, Inc. is not liable for registrant travel delays or inability to attend caused by weather, airline delays or other conditions, and reserves the right to refuse registrations. Registration is limited, so register early.

### Fees

#### Add \$90 after October 5 (Register early and save)

- \$735 (Road Race Management Members, before October 5)
- \$835 (Others)\*
- \$853 (Registration and one-year membership or renewal)\*  
check one:  new  renewal
- \$830 (Member Registration and copy of *Organizing Running Events*)  
\$18 for overseas delivery of publications
- \$995 (Registration and RRCA Race Director Certification course  
(November 8))

\*Join RRM now and save \$100 per registration

Registration is limited to the first 200 and closes November 2 –  
no registration on site.

**This Form is fillable online, however you still have to print it and send it with your payment per instructions.**

**If you're paying by credit card, sign and email it as an attachment with payment detail to jdarman@rrm.com.**

### Please Print Clearly

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

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

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

Affiliation, Event/Other: \_\_\_\_\_

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

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

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

Enclosed is \$ \_\_\_\_\_  I would like a vegetarian meal  
(Make checks payable to Road Race Management) **U.S. funds from a U.S.-based bank only.**

To pay by credit card:  AMEX  MasterCard  VISA

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name and billing address (if different than above):  
\_\_\_\_\_  
\_\_\_\_\_

### Hotel:

Special rate\* of \$209  
available to RRM  
Meeting attendees  
(must reserve by  
October 17)

Vinoy® Renaissance  
St. Petersburg Resort  
and Golf Club

501 5th Ave., NE,  
St. Petersburg,  
FL 33701

- 1-888-789-3090
- 1-888.303.4430
- 727.894.1000

Join Marriott Rewards  
for free in-room Wi-Fi

\*Mention **Road Race  
Management Meeting.**