

Road Race Management

The Latest in Road Running
for Race Directors
and Industry Professionals

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Issue 276

Boston Marathon Review The 110th Boston—Always Improving

By Phil Stewart

"We have made sweeping changes to improve the experience for everyone . . . including the runners and the municipalities . . . We need to pull this off. It needs to be perfect. We need to respond to our own unique concerns."

— Race Director Dave McGillivray at the press conference Saturday before the 110th running of the Boston Marathon

It is hard to believe that it has been a decade since the 100th Boston Marathon in 1996. In that historic event, Dave McGillivray made an indelible mark on race directing when he moved nearly 40,000 runners out of the village of Hopkinton in 29 minutes, and the future of transponder chip scoring was assured when nearly all of the throng was successfully scored. Never content to rest on his laurels, McGillivray was troubled when 20,000 runners took nearly as long to clear Hopkinton in last year's race. So he convinced the BAA to make a crack in one of its traditions – the high noon start – and debuted waves at the start this year. The qualifier wave, with 10,000 runners, started at noon, and the charity wave, with 12,500 runners, left at 12:30 p.m.

However, McGillivray realized that the problem was not just *behind* the starting line in Hopkinton, but in *front* of it as well, where the road narrows from three to two lanes just after the start. His solution was to make the width of the 10 starting corrals (each holding 1,000 runners) *less* than the width of the roadway *behind* the starting line but *equal* to the width of the roadway in *front* of the starting line. This would ensure that once the runners started running, they would not be squeezed by the narrowing roadway in the first mile. With the modifications, the first 10,000-runner wave cleared in nine minutes and the second wave of slower runners in about 15 minutes.

Since 1996, transponder chip scoring has spread through the running community faster than this year's leaders raced into Newton Lower Falls, but the debate over the use of gun times versus net times has sagged like the mile splits up Heartbreak Hill. While governing bodies, officials and race directors continue to debate the anomalies of having a runner finishing behind a runner at the finish line, but ending up ahead of the same runner in the results due to the use of net times, McGillivray announced that the 110th Boston Marathon would be scored using **net** times, a

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Events: Retiring Hospital Hill Half Marathon Director Rich Ayers Reflects on His 24 Years at the Helm

By the Numbers: Accounting for In-Kind Sponsorships

IN THE NEWS

World Marathon Majors Debuts with Great Fanfare

After the two-year series' opening two events in Boston and London, the top five finishers of each event are tied in the standings (points are given out to the top 5 finishers 25-15-10-5-1). The competition will get more interesting when the spring runners seek to amass additional points in the three fall marathons in Berlin, Chicago and New York. New York's Mary Wittenberg spoke for the group when she said, "The race to be the 'world's greatest marathoner' won't end for 18 months. . . . This is a big stakes game."

2005 Marathon Stats In

Both MarathonGuide.com and Running USA paint similar statistical pictures of the state of U.S. marathons, including the following:

Number of finishers:

MG: 382,000 / RUSA: 432,000

Growth over 2004:

MG: 5.9% / RUSA: 2.2%

Male to female ratio:

MG: 60-40 / RUSA: 59-41

Age:

MG: men: 40.5; women: 36.1

RUSA: men: 40; women: 35

Mean time:

MG: men: 4:32:08; women: 5:06:08

RUSA: men: 4:20:29; women: 4:51:19

The Running USA study noted that only one new marathon, Las Vegas

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Boston

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position not completely in synch with current USATF rules. As is so often the case in the world's largest participatory sport, the masses, who favor net times, are driving policy, instead of the elites and statisticians, for whom gun times (which preserve the order of finish) are key.

Footnote: The elite runners in the first corral were scored on gun times. There was no mat placed between them and the starting line. The 40-49 age group was scored on gun time as well. All other age groups were scored on net time.

Responding to Wear and Tear on Hopkinton

When the Boston Marathon meant 200 or 2,000 runners, the bucolic town of Hopkinton embraced them all, defining itself on a billboard that says "It All Starts Here." With 20,000 starters, the hamlet has become a bit more ambivalent in recent years, as the largely upper income participants exhibit behavior that, let's say, they wouldn't tolerate in their own backyards by their pets. McGillivray managed to curb the participants' misbehavior by creating two corralled off villages – one for the starters in each wave – as well as by constructing French Barricades to keep the runners on the street and off the lawns all the way from

Hopkinton High School to the staging area, a distance of over half a mile. Interestingly, runners in the "Red" village, mostly charity runners, appeared a bit more laid back than the qualifiers in the "Blue" village, if porta-pottie lines can be used as a measure. At 10 a.m., the lines in the "Red Village" were 2-3 runners long, while lines in the "Blue" village were 20-30 runners long. There appeared to be no takers in the "Red" village for the pre-race weigh-in designed to address concerns about weight gain through excess water intake during the run as a sign of hyponatremia.

Under Massachusetts Avenue

Even the mighty Boston Marathon, which reportedly pumped \$95 million into the Boston economy this year, must bow in a few areas to municipal authorities who try to balance the economic boom of the runners with the vitriolic boom of motorists stuck in traffic. This eventuality should not be lost on race directors of other events who battle their cities and towns over road closures and city services. This year the course was changed to go through an underpass under Massachusetts Ave., a major thoroughfare less than 1 mile from the finish line, in order to keep traffic moving.

Miscellaneous

- *Medical:* A new medical tracking system was instituted this year in order to keep tabs on all runners leaving or re-entering the course. Although the use of transponder chips has made the use of bar codes on numbers obsolete for scoring the race, barcodes were included on the bib numbers for the purpose of tracking runners dropping out of the race or being treated in the medical facilities.

The scanners used to read the barcodes are considerably cheaper and more portable than the equipment needed to read the transponder chips. The program was a test to see if a similar system might be useful in a national emergency.

A second medical tent (60 cots) was added near the post-race reunion area in order to address any medical issues that arose after runners passed by the main medical tent (160 cots). This meant medical personnel did not need to go against the flow of runners to transport someone needing assistance back to the main tent, which was located about 100 yards from the finish line.

The cool, overcast conditions meant activity in the medical facilities was light—at least in comparison to the last two warm years—with 617 runners treated on the course and 222 at the medical tent for a total of 839.

The busiest on-course station was at Heartbreak Hill, the most difficult portion of the course coming between 20 and 21 miles. There were 7 cases of elevated sodium, an indicator of dehydration, and only one case of low sodium, an indicator of hyponatremia. This individual was given salty broth; no IV was needed. By contrast, in 2004 when temperatures were in the 80s at the finish, 1,100 runners needed medical attention and 4 were treated for hyponatremia.

- *Press operations:* Dave Murphy

Road Race Management

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Accounting for "In-Kind" Sponsorships

By Sean Ryan

The presence of "in-kind" (non-cash) sponsorships raises some interesting accounting questions for event organizers. The spectrum of how to account for such donations runs the gamut from not accounting for them at all to accounting for every donated item or service to the nearest penny.

An informal survey by *RRM* of several race directors found a variety of responses to the question, "How does your organization account for in-kind sponsorships?" Responses included:

- "I don't account for in-kind sponsorships, only cash."
- "I use my own personal judgment to determine the value of contributed goods or services."
- "I compare what's contributed to what I would have spent otherwise."
- "I let the sponsor tell me what the value is based on their normal rates."

This article does not attempt to address all of the complexities of accounting for in-kind contributions but explores three possible methods for accounting for these sponsorships, and the benefits and drawbacks of each.

What the Experts Say

Laren Ukman is the managing director of IEG Valuation Service in Chicago, IL, a company that establishes the fair market value of sponsorship packages. According to Ukman, "in-kind sponsorships should only be accounted for if the goods or services contributed to the organization are truly *budget relieving*." She cautions event directors saying, "If it's not something you would have purchased otherwise, you shouldn't account for it, and you should be cautious about what

you offer in return."

According to the Financial Accounting Standards Board, which establishes policy guidelines for Certified Public Accountants, quoted market prices are the best evidence of the fair value of monetary and non-monetary assets, including services. FASB Statement No. 116 suggests that when quoted market prices are not available, "fair value may be estimated based on quoted market prices for similar assets, independent appraisals, or accepted valuation techniques."

To illustrate the various ways races approach the problem of establishing value for in-kind contributions, let's explore a hypothetical example. Assume that the Hometown Marathon has two Gold Sponsors. Big Hospital Inc. provides \$15,000 in cash each year. Local Printing Company provides printing services as an in-kind sponsor at the same level. How can the director account for Local Printing Company's contributions?

Method 1 – Recognize Only Cash

This scenario places a premium on cash sponsorships. Certainly, cash is essential to the operations of an event. With the bulk of registration revenue for most events arriving during the last couple of months (or in some cases weeks!), dollars from sponsors help smooth out the organization's cash cycle.

In the case of Hometown Marathon, the "cash only" method would recognize \$15,000 in revenue from Big Hospital but none from Local Printing Company. Instead, the contribution from Local Printing Company would appear in the form of a \$0 under printing expenses. While this may accurately describe the

current financial situation, it understates the achievement of the marathon employee that landed the sponsorship. It also fails to address changing circumstances. If Local Printing Company is lost the following year without a replacement, the stated revenue does not change, but expenses suddenly balloon by approximately \$15,000.

Benefits:

- Avoids the difficulty of quantifying the value of an in-kind sponsorship.
- Presents a pure cash-perspective of the organization's revenue and expense situation.

Drawbacks:

- Fails to recognize any value from in-kind sponsors.
- Causes "expense volatility" (i.e., if a needed item or service such as printing or t-shirts are donated one year and not the next, it causes large fluctuations in operational expenses. This can be misleading to boards and other people who oversee the event).

Method 2 – Account for ALL In-kind Contributions

This is the "Midas Approach"—counting every single dollar, penny and labor hour. While admirable in terms of accuracy, it is also extremely labor-intensive and foolhardy. It may cause more problems than it solves.

Sticking with our example, the organizers at Hometown Marathon have quite a task ahead of themselves to quantify the contributions from the two Gold sponsors. First, they need to obtain invoices from Local Printing Company for their donated products and services.

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The Times They Are A Changin'

Rich Ayers Steps Down as Race Director of Hospital Hill Run

By Claudia Piepenburg

Editor's Note: This periodic column provides a "nuts and bolts" examination of different races from around the country. The events are of different sizes, distances, and from different geographic regions. Besides offering race directors a quick rundown of how each profiled event handles a lot of the basic components of race management, this feature includes a short interview with the race director or a narrative covering the unique challenges of the event.

Part 1: Race At a Glance

Name:	Hospital Hill Run Half Marathon
2006 Date:	Saturday, June 3
Number of Years Held:	32
Location:	Kansas City, Missouri
Race Director:	Rich Ayers, who retired in January 2006 (Steven Ryan and Mike Lundgren will act as race coordinators assisting Rich for 2006 race)
Number of Participants:	3,052 total in 2005 (1,601 in half; 689 in 12K, 703 in 5K, 59 in one-mile)
How Race is Governed:	Race committee (24 people) consisting of representatives from title sponsors and race coordinator(s)
Events:	USA Women's Half Marathon Championship; Half Marathon, 12K
Ancillary Events:	5K walk/run, one mile walk/run
Sponsors:	Saint Luke's Health System; Crown Center; BlueCross BlueShield of Kansas City; SoftVu; Arsalon Technologies; USATF; Metrosports; WHB-810 Sports Radio; 97.3 Max FM; WGTE-1510; Garry Gribble's Running Sports
Operating Budget:	\$175,000
Expo:	Race day from 7am-noon at finish line. Offers services such as massages and health assessments, plus shoes, clothing and nutritional products for sale
Advertising:	Running club newsletters; websites (www.mararunning.org and www.hospitalhillrun.com); forms stuffed in race packets from other events; mailing list from last four years' participants; two local TV and three local radio stations
What Participants Receive:	Running shorts, finisher's medal, free pancake breakfast following race
Entry Fees:	Half: \$40, \$45 late, \$50 race day; 12K: \$30, \$35 late, \$40 race day; 5K: \$25, \$30 late, \$35 race day; teams (3-5 runners): \$350
Awards:	Half and 12K: 5-year age groups (1-19 through 80+) three deep male and female
Prize Money:	Women's championships: \$5000-3000-2000-1000-500-400-300-250-150-100; Open half: \$300-200-100 male and female, \$500-250 masters male and female; 12K: \$100-50-25 male and female

Part 2: Interview with Retiring Race Director Rich Ayers

Road Race Management (RRM): *After 24 years as race director, why are you stepping down?*

Rich Ayers (RA): It's a gut level feeling I have, like it's time. There wasn't any one thing that led to my decision; 24 years is simply long enough. I plan on staying on through 2006; I'll assist Steve Ryan and Mike Lundgren who'll be the race coordinators for this year's event. After that, I don't know what will happen in the future. But I can say that I do feel very comfortable with my decision. Over the years I've surrounded myself with talented people who know what needs to be done. I trust everyone on the race committee. That's one thing I've learned over the years that's very important — you need to build a committee that you're comfortable with.

RRM: *In 24 years you've surely seen many changes, not only with your event, but in the overall racing scene as well. Describe some of the most significant changes you've observed.*

RA: Computers have made a huge difference for everyone. We bought a chip system this year so we can provide the most up-to-date scoring for our participants. And our website offers the convenience of on-line registration as well as links to other races in the area. Scoring was done using Popsicle sticks in the first few years. Technology has changed all that.

RRM: *Have you observed changes in the runners themselves?*

RA: Oh, definitely. Runners seem to be getting better; I think that training methods have improved over the years. More women are running now, and the older runners are the most competitive. The majority of runners in our race are in their 30s to 50s; the younger people seem to be running the event just for fun.

And runners seem to be savvier...they expect certain things from a race.

RRM: *That's why you went to chip scoring?*

RA: Yes, we're trying to give runners a better experience every year. As entry fees have gone up (the first year entry was \$1), we're offering more and more. Even our packet distribution has improved over the years.

RRM: *What about sponsorship? Is it more difficult to get sponsors now than it was, say, 25 or 30 years ago?*

RA: Unfortunately, yes. The media used to come out in droves for the race; now there are a lot more races to cover so the race isn't unique. And because the Hospital Hill course is so difficult, we can't compare to an event like the Race for the Cure[®], which can be limiting as far as attracting sponsors; we're not a "cause" event. Years ago we brought in big names like Frank Shorter, Bill Rodgers, Jeff Galloway, Don Kardong and others, which attracted sponsors. Now we're gaining media attention and sponsorship dollars by focusing on being a "premier" event...the women's national half-marathon championships. We've been very lucky over the years to have the Crown Center as our mainstay sponsor; it's a beautiful venue. Crown Center is the one sponsor that has been with us almost from the beginning. Over the years we've seen other sponsors come and go, but that's the nature of the business.

RRM: *What have been some of your biggest challenges?*

RA: Keeping participation steady and trying to increase it. We've been a true "runner's" race over the years. The course is tough and it can often be hot and humid here in early June, so the race isn't for the faint-hearted! That's why

we've changed the 5K course to make it easier. We've also instituted some new programs to get cross-country and corporate teams involved. Our plan is to focus on schools in Missouri and Kansas; we'll have a traveling plaque that we'll award to the school with the most participants. If we can increase the numbers in the 5K by only a few hundred, it will make a big difference overall. To achieve that we'll probably also initiate a walkers division in the 5K.

Then we've had other issues: one year the police took the lead runners on the wrong route...Crown Center ended up doubling up on the awards. We've also had to deal with a water main breaking on the course the night before, so we ended up routing the runners to the other side of the road, and we had a chemical spill one year near the start. And the police department asked us to change the date from Saturday to Sunday so it would be easier for them to control traffic.

RRM: *Thirty-two years is a long time. Why do you think the race is still around after all this time, particularly when other events on less challenging courses have come and gone?*

RA: Three reasons: tradition, excellent facilities and good organization. There are several local runners who've run this race at least 30 times. People like to run here because once they finish they can say that they've really accomplished something. So, there's that element. As far as the facilities, participants appreciate that we do a lot for them. We have a great expo, held in a lovely part of town, and they get a lot for their entry. The shorts are a big draw; runners like to get something besides the ubiquitous T-shirt. Everyone gets a medallion for finishing, there's food and live music at the finish, and we have great awards that are presented European-style.

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Accounting

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To ensure accuracy, they should obtain a couple of competitive quotes, which may prove difficult since they have no intention of purchasing the items or services elsewhere. Then the marathon organizers need to talk with Big Hospital to determine its overall value. If Big Hospital donates the services of its medical staff on race day, this is clearly an in-kind contribution. Big Hospital will have to assign a value to the labor hours and equipment contributed. This figure can then be added to its cash contribution to determine overall value. Hopefully the final figure doesn't come as a shock to Big Hospital but, that certainly is possible.

Benefits:

- Theoretically, this approach would account for all donations, accurately representing revenues and expenses.

Drawbacks:

- Extremely difficult, if not impossible to execute. The event director often lacks market-based quotes on the items or services provided and is forced to rely on figures from the in-kind sponsor themselves. These figures tend to be rough estimates at best and are more likely to be overstated than understated.
- Uniformity is unattainable. While some sponsors are pure in-kind sponsors or pure cash sponsors, some sponsors are a hybrid of the two, providing both cash and in-kind services. With hybrid sponsors, it is very difficult to establish a uniform format for determining which activities within their organization should be counted towards the sponsorship.
- Potential source of annoyance to sponsors. Asking a sponsor to sit down at a spreadsheet to itemize their contributions can jeopardize the relationship they have with the

event. In addition to feeling put upon, seeing their contributions add up to a large dollar figure in print might cause a sponsor to reconsider the investment altogether.

Method 3 – Utilizing “Base Value”

If an event has a tiered sponsorship structure with certain prices or values assigned to each level, it is important that all sponsors at a given level contribute “at least” that base value to the event. In accounting for in-kind sponsorships, the simplest approach involves recognizing an offsetting revenue and expense at the “base” amount (i.e. the dollar value of the corresponding sponsorship tier). Admittedly, some sponsors may be contributing significantly more (or less) than the corresponding level. Nevertheless, this approach achieves the basic objectives of recognizing an in-kind sponsor's contribution and eliminating accounting-driven volatility in expenses.

The Hometown Marathon organizers have a relatively easy job to do with this approach. They recognize the \$15,000 cash sponsorship from Big Hospital. They then make an offsetting entry to account for Local Printing Company's contribution, crediting in-kind sponsorship revenue for \$15,000 and debiting printing expenses for the same

amount. Although this ultimately washes out to the bottom line, they have accounted for the in-kind donation and eliminated the possibility of expense volatility should Local Printing Company walk away next year.

Benefits:

- Recognizes a base level of value from in-kind sponsors.
- Eliminates artificial, accounting-driven volatility in expenses.

Drawbacks:

- Lacks 100% accuracy and can incorrectly suggest equality in the contributions from sponsors at a given sponsorship level.

Conclusion

While no accounting approach to treating in-kind sponsorships is ideal, the “base value” approach provides the most basic solution. In addition to providing a fair representation of the offsetting revenue and expense associated with an in-kind contribution, the base value approach reduces expense volatility from year to year.

Ukman of IEG offers a final piece of wisdom, suggesting “a best practice in managing your in-kind sponsorships is to make sure the value of what is being contributed is agreed upon in writing and documented in the final contract. This can help avoid problems that arise from differing perceptions of value.” ■

Boston

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was effective as the media spokesperson in the press room during the race. Understated, well-modulated, never in the way of the proceedings on the big screen, Murphy knew how to provide just the right amount of information. A bit of ambush marketing occurred in the post-race press conference as the coach

for the third place Japanese runner made it on stage in a large “Asics” sweatshirt at the heavily Adidas-sponsored event.

- With 22,490 entrants, the 110th edition was the second largest ever behind the 100th. The field grew to 39% women, up from 24% at the 100th. ■

Busy at Boston

FOOTWEAR NEWS

After a long absence in the U.S. market, Finland's 90 year-old **Karhu** launched a new line of shoes at the Boston Marathon expo. The handcrafted M-Series features the **Anatomic Controlling System**, a patented midsole element designed to promote a faster and more efficient footstrike. The company's U.S. offices are at 3 Beringer Way, Marblehead, MA 01945, 781-631-9544.

Recently retired distance star **Bob Kennedy** has joined **Puma North America** after a long association with **Nike**. Kennedy will serve as a performance advisor to the company's Complete Running division, consulting on product design, sales and marketing.

Saucony's Tom Carleo is now SVP of product, and will oversee the newly created Advanced Product and Processes Group, along with all design and development of new footwear. He will be joined by **Merrick Jones**, formerly of Reebok, who will become the VP of Advanced Product and Processes.

Stride Rite has completed the integration of **Saucony** staff into its own headquarters, and Saucony product is now being shipped out of Stride Rite's warehouse in Louisville, KY. The company's new address is 191 Spring St., Lexington, MA 02421, 617-824-6000. A Saucony children's shoe will be introduced next spring, and an updated Originals collection is also being readied.

Spira fought an uphill battle getting elite athletes to engage in its **\$1 Million Challenge**, but in the end, the company found the campaign very successful. Last November, the IAAF and USATF amended rule 143(3)(c). The rule originally stated that no spring could be incorporated into shoes used in their events, but it was changed to say that no "technology" could be used to give an

athlete unfair assistance. In the week leading up to the Boston Marathon, the local media covered the campaign and the shoes extensively, and at the marathon expo, the Spira booth was very active. According to VP of Footwear Development **Dan Norton**, they sold more shoes in the first hour than in any other entire expo, and by the end of the first day had sold out of one model. **CEO Andrew Krafzur** has left Spira, with co-founder **David Krafzur** now acting CEO.

Teva has announced the formation of the **Teva Mountain Running Club** (www.teva.com/gorun). The \$40 membership package includes a pair of X-1 Teva racing flats, socks, a schedule of Teva-sponsored trail races, and special access to other trail running products. **Pat Devaney** notes the initiative is geared towards getting more runners interested in trail running along with creating an information clearinghouse for both new and veteran trail runners. Teva has again signed on as the sponsor of the U.S. Mountain Running Team.

Reebok's Research Department is seeking men with a shoe size of 9 or 12 and women with shoe size 7 to test new footwear. Runners who are interested should run at least 30 miles a week. Contact Dan MacEachern at 781-401-4322 or dan.maceachern@reebok.com.

Etonic plans to give finishers of the September Road Runner Akron Marathon a **free pair of shoes** in an effort to increase awareness in the company's new running line. Close to 1,000 runners participated in last year's event, and organizers are hoping for a long-term partnership with Etonic.

Nike co-founder **Phil Knight** has written an article for the May issue of *Playboy* magazine on the legendary Bill Bowerman titled "It's Not Just How Fast You Move Your Legs."

Fila has been named the official

footwear and apparel sponsor of the **2006 Land Rover Certified Muddy Buddy series**. The company will provide shoes to winning team members in each age group. The Muddy Buddy Series has raised over \$20,000 in the past few years to buy prosthetics, hand-cycles and racing wheelchairs for athletes.

MISCELLANEOUS

It has been announced that **Berkshire Hathaway, Inc.**, owned by billionaire Warren Buffett, has agreed to buy **Russell Corp.** Berkshire Hathaway will reportedly pay about \$600 million for the sporting goods maker, whose brands include **Russell Athletic**, **Brooks**, and **Moving Comfort**. The news caused shares of Russell Corp. to jump 38 percent.

James Samuel has joined **Sugoi** as its VP of Sales. Samuel was formerly the sales manager of Sierra Designs.

Tom Derderian's 1994 book *Boston Marathon* is now out of print but can be found at online used book dealers.

Women in Sports and Events (WISE), the leading voice and resource for professional women in the sports and events industry, has named NYRR President **Mary Wittenberg** one of three recipients of the 2006 WISE Women of the Year Award. Wittenberg was recognized for her work in expanding the influence of the NYRR in the world of running—including the increase of NYC Marathon prize money, assisting in the creation of the World Marathon Majors series, and hosting the USA Cross Country Championships.

Coke blinked when sports drink giant **Gatorade** challenged Coke-owned Powerade's TV commercial claims that its 10-calorie Powerade Option was better than Gatorade's 50-calorie serving. Coke conceded that Powerade provides "less carbohydrate energy,"

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Hospital Hill

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RRM: *What's European-style?*

RA: All the awards are laid out on a table, and as their names are called, people walk up and pick up their award. We give out prizes such as shoes for first place age division winners, and restaurant coupons, things like that. So the useful prizes are something the runners appreciate. They also appreciate that the scoring is accurate, and the course is accurate. And the race counts for double points in our Grand Prix series, which is an added incentive for folks to participate. All-in-all, we treat the runners really well; everyone knows that they're guaranteed to have fun and feel good about themselves for finishing such a tough course.

RRM: *How has having the women's national championships helped?*

RA: It has benefited the race on a national level by giving us more media exposure, but it hasn't helped with attendance. Being the national championships doesn't bring in another 500 local runners. We used to give cash awards to Kansas City area runners, because they created the event. That's something that would be nice to do again.

RRM: *As you step down after 24 years, what legacy do you leave?*

RA: That I've served the running community as a friend and a participant

in the sport we all love and cherish. I leave a well-organized event with an outstanding race committee. The Mid-America Running Association and the staff at the Crown Center have been a part of Hospital Hill since day one. Both groups have given their time, effort and dedication to this event for thirty-three

years because they care. I'm convinced that the new committee members, along with the current event coordinators and sponsors will carry the race into 2007 and beyond with the same commitment that has grown and developed over the years. I thank everyone for giving me the opportunity to serve! ■

Business Page

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although marketing analysts said the quick run of commercials achieved the point that Powerade is more effective.

The American Society of Magazine Editors named **Runner's World** as a finalist for General Excellence among magazines with 500,000 to 1 million circulation.

In what could be a first in the custom orthotic realm, a storefront business similar to walk-in optical and dental clinics has opened in Manhattan. **Yorke Dyna-Mold Orthotics**, operated by **Arnold Kratter**, tells *Footwear News* a visit to his store includes a foot scan to determine the foot's exact measurements and areas of pressure followed by a foot cast, with customers walking out of the store with the \$450 devices the same day. ■

News

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with 8,159 finishers, had over 1,000 finishers in its first year. The MarathonGuide.com study noted that 50% of all marathon finishes took place in the fourth quarter of the year, with October being the busiest month.

Julia Emmons Retires

The Atlanta Track Club Executive Director and Director of the Peachtree Road Race will step down when a successor is found after this year's July 4th race. She will recount her experiences in the sport, including directing the 1996 Olympic Marathon, when she keynotes the Road Race Management Race Directors' Meeting at Trade Show in Fort Lauderdale, FL on Oct. 12-14. ■

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