

Road Race Management

The Latest in Road Running
for Race Directors
and Industry Professionals

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For Passion or Profit? The Second Biannual Race Director Compensation Study

By Sean Ryan

In his keynote address at the 2007 Road Race Management Race Directors' Meeting, Boston Marathon Director Dave McGillivray encouraged the event organizers in attendance not to discount the idea of getting paid for their efforts. Noting that while the roots of road running were originally planted in volunteerism, he observed that as the job has changed and gotten more complex, a strong case can be made for meriting compensation. "We have to not be afraid to do this as a business," he said.

The second biannual *RRM* compensation survey confirms that the dichotomy between volunteerism and professionalism that McGillivray raised definitely exists in the race director occupation. While the title and responsibilities that go with it are seen as an income-generating career for some, it remains a hobby or volunteer role for many others. Of approximately 250 respondents to the survey, more than 40% indicated that they receive no monetary compensation for their role as a race director. A positive sign for those who depend on race directing for their livelihood, however, is the fact that 56% of paid directors reported their income increasing in the past 12-24 months (see Table 1).

TABLE 1

In the past 12-24 months, what has happened to your income from race directing? (*paid race directors only*)

It has INCREASED	55.8% (72/129)
It has STAYED THE SAME	39.5% (51/129)
It has DECREASED	4.7% (6/129)

Who Weighed In?

Just under 30% of respondents describe race directing as their sole occupation (see Table 2). The

TABLE 2

Is race directing (and event or club management) your sole occupation?

Yes	28.5% (71/249)
No	71.5% (178/249)

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IN THE NEWS

Bob Ingalls Named 2007 Road Race Management Race Director of the Year

The seven-year director of the Boilermaker 15K in Utica, NY is feted for bringing new sponsors, increased numbers, and new technologies to the longtime event. Runner-up honors went to Philip Lockwood of the Steamboat Classic 4 Mile and 15K in Peoria, IL.

Disposable Transponder Chip Unveiled at Road Race Management Meeting

With all the major players among the transponder chip timing companies aware that a low-cost, disposable chip was the next step in the evolution of transponder chip timing, it was only a matter of time before such a system debuted. SAI Timing and Tracking unveiled a timing device affixed to the back of a small mailing label that is peeled off of a bib number and placed on a runner's shoe. The system was tested at several events this summer and fall, most recently at the Philadelphia Marathon. One-time ChampionChip/USA partner David Simms is part of the new venture. See article on page 3.

ING to Sponsor Hartford Marathon and Half Marathon

The Hartford Marathon will join U.S. marathons in New York City, Atlanta, and Miami in putting the financial service company's moniker before its name in 2008. "We're thrilled to have ING as our new title sponsor, helping to make this event even better by drawing elite runners from around the world," says

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NYC News: Olympic Trials Generate Excitement, Tragedy

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Doing It All in New York

It was completely understandable that New York Road Runners CEO and ING New York City Marathon Director Mary Wittenberg seemed a bit punch-drunk when she dropped a malapropism and thanked “Elvis” instead of “Elva” [Dryer] for comments at a pre-race press conference. The peripatetic Wittenberg said sheepishly, “too many press conferences.” Indeed, Wittenberg, now entering only her third year at the helm of the nation’s largest running organization, deserved some slack, having managed to bring the ING New York City Marathon, the Men’s Olympic Trials Marathon, and the conclusion of the first World Marathon Majors season all to New York over a single weekend.

And then, the incomprehensible happened when elite U.S. marathoner Ryan Shay collapsed and died at 5-1/2 miles of the men’s trials events. Here are some observations from the weekend:

- The USOC has finally succeeded in putting the Trials event out of the financial reach of most organizations by not allowing the local organizing committee

to solicit any sponsors due to potential sponsor conflicts. The USOC stranglehold was obvious—all the fencing and signage throughout the Saturday morning event was sponsor-bare (except for the NYRR and USATF logos). In addition, members of the media were told not to wear any items with “ING” or any other visible sponsor logos in the finish line bleachers. Estimates of the cost for the NYRR to underwrite the event went as high as \$1 million.

The only relief from the draconian atmosphere at the start came when four male members of the Hanson’s-Brooks Distance Project pulled an ambush, streaking shirtless through the staging area, each with one letter of Brian Sell’s last name painted on their chests and screaming, “Brian Sell, he works for Home Depot!”

- That said, the multi-loop criterium-style course works fabulously for this type of small, elite event. Two large Jumbotron screens provided excellent footage from the live feed, and with the leaders passing through the start approximately every 23 minutes, the

crowd was electrified. Without question, this was the greatest amount of enthusiasm ever generated for an Olympic Trials Marathon event.

- Several months before, the New York Road Runners had given in to a small athlete rebellion over an aid station policy. Initially the NYRR announced that only A-qualifiers would be allowed customized fluid bottles at the aid stations. In the name of fairness, that decision was reversed and the tables opened to everyone, which meant each aid station had 20 tables, each with 6-7 bottles.

- Although rumors about the tragic death of Ryan Shay spread throughout Central Park quickly (Meb Keflezighi dropped to his knees at the finish line and sobbed when he was told), the NYRR announced nothing at the media conference until *Washington Post* reporter Amy Shipley asked the top three finishers to make comments about Shay. There was an awkward moment when media spokesperson Richard Finn told the athletes they did not have to answer the question. At that moment, with the story clearly in play, Wittenberg stepped in and made the formal announcement of the news. Although the intent may have been to make sure family members were notified first, in this instance the NYRR had no choice but to respond to the information that most of the media and athletes in the room already knew.

- It was a good day for men’s U.S. marathoning, which has totally turned around since that rock bottom day in Pittsburgh less than 8 years ago, when only one U.S. male qualified for the Olympics. Fifth-place finisher Jason Lemkuhle summed it up, “The general trend in U.S. distance running is up, and these training teams have a lot to do with it.”

Heard Continued on Page 6

How Green Is Your Race?

Join RRM on April 5 in Washington, DC, for a special workshop on making your event more environmentally friendly

The Session will be led by Former Race Director and

Nike Director of Athletics Keith Peters

◆ Details at www.rrm.com ◆

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Cashing in the Chips!

An Overview of Transponder Timing Options

By Jim Gerweck

In little more than the decade that it has been widely used, transponder timing has essentially revolutionized the road racing world. Almost *de rigueur* at events from small local 5Ks to the biggest marathons in the world, the technology has virtually eliminated the need for elaborate finish chute systems and the hundreds of skilled volunteers necessary to man them; allowed race organizers to give runners—even in the biggest events—their actual time spent running on the course (and created a means to catch those who attempt to cheat by cutting the course); and provided far more information than was ever available in the past, including dozens of intermediate split times that can often be tracked by friends and relatives on a computer thousands of miles from the actual race. The last big race holdouts in manual timing—Lilac Bloomsday, Bolder Boulder, Bay to Breakers, and Bix 7—finally put away their spindles and chutes and adopted transponder timing this year.

The first system to gain widespread use came from Dutch company ChampionChip (www.championchip.com). Its head start, spurred by its use in the 100th Boston Marathon in 1996, gave the company almost a hegemony in the transponder timing field, to the extent that “Chip timing” has become a generic term, like “Xerox” or “Kleenex.”

That early dominance still exists (a brief look at the RunningUSA 2008 calendar reveals that some 85% of the listed events are timed by ChampionChip) but there are now challengers to the Chip, each claiming to be cheaper, better, or both.

Transponder Timing 101

All transponder timing systems are based on a technology called Radio Frequency Identification (RFID), in which a transponder—essentially a glorified miniature antenna—transmits a unique digital code to a receiver, which then sends that information to the computer running the race timing software. This code is linked to an individual race entrant, whose data is then matched with a time stamp generated by the receiver. The principle is the same as matching stopwatch times and pulltags or place sticks, but is done almost instantaneously and, hopefully, free of error.

Such specialized technology isn’t cheap—a single basic receiver system and a few hundred transponders can cost \$10,000 or more. Timing companies amortize this investment over several racing seasons, usually charging events a few dollars more per entrant for chip timing. And while such systems make things easier and quicker at the finish line and in results processing, the workload is merely frontloaded, as transponders need to be pre-scanned and matched to bib numbers and entrant data before the event. Still, most timers who have adapted the technology will never go back to the old manual methods; David Katz of Finish Line Road Race Technicians on Long Island, claims he will never use anything else, even for small races of less than 100 runners.

The Challengers

While ChampionChip may be the Microsoft of the transponder timing world, there are some half dozen

competitors who have gained a smaller slice of the race timing pie. Some are simply variations of the ChampionChip system, while others have significant differences in the technology or its method of application.

Essentially, there are two types of transponders, “active” and “passive.” ChampionChip and most of the other systems use the latter technology, in which a small transponder is activated and powered when it passes through an electromagnetic field, causing it to transmit its data code to the receiver. “Active” systems utilize transponders that contain their own power in the form of a small battery. The claimed advantage of such systems is that a much smaller receiver, be it a mat or overhead antenna, can be used, since it does not need to generate the strong field required by passive transponders. The downside is that such transponders cost more than the passive variety, and their batteries generally need to be replaced every 3 years or so. That higher cost is partly offset by the relatively cheaper price of the receiver hardware.

AMB (www.amb-it.com), a European company whose technology has been used in bicycle and automobile racing, and the Japanese firm Micro Talk Systems (<http://mts.greentag.to/>) and its J-Chip, are two of the larger purveyors of this “active” type of system.

Some of the passive systems have targeted what some perceive to be ChampionChips’s biggest drawbacks, the transponder itself and/or the large and relatively costly receiving mats.

By now everyone is familiar with the little plastic ChampionChip that

Transponder Timing Continued on Page 6

Compensation

(Continued from page 1)

majority of the respondents worked for non-profit charity organizations or running clubs (*see Table 3*).

Many of the respondents were employed in a variety of manners due to their involvement with multiple events. While a quarter of the directors responding to the survey have been in the industry for 20 or more years, over one third have been in their roles for no more than 5 years (*see Table 4*).

The majority of race directors responding—approximately 63%—are in charge of more than one event each year (*see Table 5*). Just under half direct three or more events annually, while over 25% direct six or more.

TABLE 3

How are you employed as a race director?

Employee or volunteer of a non-profit charity organization	29.1% (73/251)
Employee or volunteer of a running-club-owned event	28.7% (72/251)
Employee or owner of a for-profit event management company	20.7% (52/251)
Independent contractor	17.5% (44/251)
Employee or owner of a non-profit event management company	7.6% (19/251)
Employee of the title sponsor	4.8% (12/251)
Employee or volunteer of a government agency	4.8% (12/251)

TABLE 4

How many years have you been a road race director?

1-3 years	16.2% (42/259)
4-5 years	17.4% (45/259)
6-10 years	21.2% (55/259)
11-15 years	13.1% (34/259)
16-20 years	8.9% (23/259)
Over 20 years	23.2% (60/259)

TABLE 5

How many athletic events do you direct each year?

Exactly 1	36.7% (87/237)
2 or more	63.3% (150/237)
3 or more	46.3% (110/237)
4 or more	37.9% (90/237)
5 or more	33.3% (79/237)
6 or more	27.8% (66/237)
7 or more	23.2% (55/237)
8 or more	21.5% (51/237)
9 or more	18.5% (44/237)
10 or more	17.7% (42/237)

The Job Itself—Duties and Responsibilities

The majority of race directors responding to the survey handle financial budgeting, administration, event execution, course design, marketing/advertising, and sponsorship sales (*see Table 6*). Services that are most commonly delegated internally include volunteer coordination, expo planning/sales/coordination, and vendor selection. Roughly two thirds of the directors surveyed contract out the timing/results functions.

Compensation in General

Just over 40% of survey respondents indicated that they receive no compensation or merely expense reimbursement for their role as a race director (*see Table 7*). Of those who are paid, the vast majority are paid on a salary or management fee basis.

[Editor's Note: When RRM conducted its first Compensation Survey in 2005, we asked the same question regarding form of compensation from largest race. Because the respondent pool in 2007 was much broader than in 2005 (that question received 105 responses in 2005 and 236 responses in 2007), it is impossible to draw firm

TABLE 6

As a race director, how do you manage the following areas?

DUTY	I handle this myself	I delegate this internally	I contract this out	Not Applicable
Financial budgeting	67.6%	27.3%	2.1%	2.9%
Administration	67.2%	29.4%	2.1%	1.3%
Event execution	65.1%	30.3%	3.8%	0.8%
Course design	60.1%	28.2%	8.0%	3.8%
Marketing/advertising	52.1%	9.9%	5.0%	2.9%
Sponsorship sales	48.7%	37.4%	9.7%	4.2%
Vendor selection	37.4%	41.2%	5.9%	15.5%
Elite athlete coordination	32.4%	25.2%	7.1%	35.3%
Volunteer coordination	28.6%	63.0%	7.6%	0.8%
Expo planning/sales/coordination	20.6%	39.1%	10.1%	30.3%
Timing/results	11.3%	22.3%	65.5%	0.8%

conclusions. However, it does appear that in the last two years there hasn't been a great deal of change in a race director's likelihood to receive compensation for his or her services (35% of 105 respondents in 2005 reported receiving no income from race directing, compared to 42.8% of 236 in 2007).]

When asked to provide their income from race directing, only 33% maintained that their

compensation was either zero or impossible to estimate due to the circumstances surrounding the role (see Table 8). About one in five draw an income of \$50,000 or more from their largest road race. A sign that the industry is indeed changing from the pure volunteerism of the past is the fact that one in ten race directors responding to the survey is achieving an income of \$100,000 or more from all of their events.

Compensation and Race Size

It is logical to assume that the size of one's race has a direct correlation to the income that the race director is able to draw. While this relationship

Continued on Page 8

TABLE 7

What form of compensation do you receive from your largest road race?

None (or expense reimbursement only)	42.8% (101/236)
Salary	24.6% (58/236)
Management fee	22.9% (54/236)
Hourly wage	1.7% (4/236)
Other*	8.1% (19/236)

*Most of those who responded "other" indicated that their compensation consisted of the profits from a for-profit event that they own.

TABLE 8

What is your annual income from...	Your Largest Road Race	All of Your Events
Nothing (\$0)	21.8% (51/234)	22.6% (53/234)
Impossible to estimate (part of overall role)	12.0% (28/234)	10.7% (25/234)
More than \$0	66.2% (155/234)	66.7% (156/234)
\$5,000 +	53.8% (126/234)	60.3% (141/234)
\$10,000 +	45.3% (106/234)	53.8% (126/234)
\$20,000 +	35.5% (83/234)	45.7% (107/234)
\$30,000 +	29.9% (70/234)	39.3% (92/234)
\$40,000 +	26.1% (61/234)	35.5% (83/234)
\$50,000 +	19.7% (46/234)	29.1% (68/234)
\$60,000 +	14.5% (34/234)	23.1% (54/234)
\$70,000 +	10.7% (25/234)	17.9% (42/234)
\$80,000 +	8.5% (20/234)	13.7% (32/234)
\$90,000 +	5.6% (13/234)	11.1% (26/234)
\$100,000 +	5.6% (13/234)	9.8% (23/234)

TABLE 9

RACE SIZE (TOTAL PARTICIPANTS)

RACE DIRECTOR COMPENSATION	1 to 999	1,000 to 1,999	2,000 to 4,999	5,000 to 9,999	10,000 to 19,999	20,000 +
None (\$0)	34.7% (25/72)	20.5% (8/39)	16.7% (7/42)	12.5% (4/32)	12.9% (4/31)	17.6% (3/17)
Impossible to Estimate	6.9% (5/72)	12.8% (5/39)	7.1% (3/42)	18.8% (6/32)	19.4% (6/31)	23.5% (4/17)
More than \$0	58.3% (42/72)	66.7% (26/39)	76.2% (32/42)	68.8% (22/32)	67.7% (21/31)	58.8% (10/17)
\$5,000 +	31.9% (23/72)	53.8% (21/39)	66.7% (28/42)	65.6% (21/32)	67.7% (21/31)	58.8% (10/17)
\$10,000 +	20.8% (15/72)	35.9% (14/39)	61.9% (26/42)	56.3% (18/32)	67.7% (21/31)	58.8% (10/17)
\$20,000 +	11.1% (8/72)	17.9% (7/39)	59.5% (25/42)	46.9% (15/32)	58.1% (18/31)	47.1% (8/17)
\$30,000 +	6.9% (5/72)	10.3% (4/39)	47.6% (20/42)	43.8% (14/32)	54.8% (17/31)	47.1% (8/17)
\$40,000 +	2.8% (2/72)	7.7% (3/39)	38.1% (16/42)	43.8% (14/32)	51.6% (16/31)	47.1% (8/17)
\$50,000 +	2.8% (2/72)	2.6% (1/39)	26.2% (11/42)	34.4% (11/32)	41.9% (13/31)	35.3% (6/17)
\$60,000 +	0% (0/72)	2.6% (1/39)	21.4% (9/42)	18.8% (6/32)	38.7% (12/31)	23.5% (4/17)
\$70,000 +	0% (0/72)	0% (0/39)	19% (8/42)	9.4% (3/32)	25.8% (8/31)	23.5% (4/17)
\$80,000 +	0% (0/72)	0% (0/39)	11.9% (5/42)	6.3% (2/32)	25.8% (8/31)	17.6% (3/17)
\$90,000 +	0% (0/72)	0% (0/39)	4.8% (2/42)	6.3% (2/32)	22.6% (7/31)	5.9% (1/17)
\$100,000 +	0% (0/72)	0% (0/39)	4.8% (2/42)	6.3% (2/32)	22.6% (7/31)	5.9% (1/17)

Transponder Timing

(Continued from page 3)

competitors tie to their shoelaces. When used properly, the system generally functions flawlessly, but the introduction of the human element can toss in occasional glitches. Race volunteers can fail to collect some runners' Chips after the finish, or the runners can leave them at home or in their race bags. Those who check in before the event and then don't run add to the number of Chips lost by the timer, who generally passes that cost back to the event.

Several companies have attempted to address this problem by developing transponders that are so inexpensive as to be deemed "disposable." Indeed, ChampionChip produces "single use" Chips, generally used by bigger events, that do not need to be collected after the finish.

The first disposable transponders placed the antenna on the back of the runner's bib number. This eliminated the potential problem of a runner forgetting his transponder on race day, as well as that of matching transponders to bib numbers. However, the antenna wires are small and somewhat delicate; if the bib numbers are folded or crumpled, the antenna can be broken or compromised. DAG (<http://www.dag-system.fr/article-49-foot-race-en.html>), the French company that makes a disposable system, addresses this problem by having timers instruct the runners in the proper use and handling of the bib/antenna. They also make a small disc-shaped transponder that can be attached to the shoe.

In the past year two new systems have debuted that use a disposable transponder that is attached to the shoe, both looking very different than previous systems. The IPICO system, (www.ipicosports.com/), whose big-race debut was at Bolder Boulder, uses a small plastic credit card-shaped transponder, while SAI ([\[timing.com/\]\(http://www.timing.com/\)\), which was tested at several big events during the summer and "went live" at the Philadelphia Marathon in November, uses a transponder that is the size of a supermarket keychain card, and is attached to the bib number until the runner peels it off and attaches it to his shoelace.](http://www.sai-</p></div><div data-bbox=)

Schooling runners in the use of new technology does take time, however. At the Philadelphia Marathon, the line to pick up numbers was longer and slower than usual because volunteers had to explain the new SAI "chip" to each runner. There were posters explaining the technology, but organizers wanted to be sure that there was no confusion.

ChampionChip Still on Top for Now

Despite the competition from other companies and the advances in technology, at this point ChampionChip nonetheless maintains its dominant position in the timing field for several reasons. First, because it was first out of the gate in the U.S., ChampionChip was able to gain a huge head start over its competitors who followed. Timers who have made an initial purchase of the ChampionChip system may be loathe to invest a considerable sum of money in a new system that uses essentially the same technology, albeit with different packaging. Many no doubt also feel that "if it ain't broke, don't fix it." In addition, the wide proliferation of ChampionChip timers means that loans of equipment and transponders among them is relatively easy, and the parent company in the U.S. also supplies excellent technical support and Chip rental as well. Finally, after more than a decade on the U.S. scene, most runners are familiar with the technology and how to use it, so pre-race instructions are becoming perfunctory. In fact, there have been several stories of runners at traditional

manually-timed events wondering what to do with the pulltags on their bibs!

Right now, it seems that the alternative companies will find their best markets among timers who have not purchased a system due to cost or because of the hassles of inventorying a large supply of transponders and storing and transporting bulky receiving mats.

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Editor's Note: For a chart comparing the transponder timing companies' offerings, visit www.rrm.com/timing.htm. ■

Heard

(Continued from page 2)

- On Sunday morning, New York was back to its free-enterprise self, with Central Park awash in ING and other sponsor logos. Signs with sponsor logos were cleverly placed *facing* the finish line photo bridge so they would appear in the camera shots of the leaders approaching the finish line.

- The most squeamish moment for the organizers had to be when women's winner and everyone's darling Paula Radcliffe sat down at the post-race press conference for her first media interview and planted a can of (non-sponsoring) Coca-Cola directly in front of her. No one moved to remove it.

- Both the new rule banning pacemakers and the slightly older policy of an advanced start for the elite women generally received positive comments from the runners. Men's winner Martin Lel said, "It was a privilege for me not to have pacemakers."

The stage now moves on to Boston, where the U.S. women line up on a criterium style course the day before the 112th running of the Boston Marathon in April. The NYRR has set the bar high. ■

Manufacturers Going After a Different Kind of Green

FOOTWEAR NEWS

Recently installed **New Balance CEO Rob DeMartini**, given the task of doubling the company's sales in the next five years, is focusing on three areas to achieve that goal, according to *Sporting Goods Business*. NB intends to accelerate its innovation schedule; better understand its customers, in part by developing a new consumer insights department; and create a more emotional bond with consumers by significantly increasing its advertising, along with other initiatives. NB has selected **BBD0 New York** as its global creative ad agency.

Asics enjoyed a successful **NYCM expo**, selling close to 700 pairs of shoes during the event's first day and selling out of other items well before the close of the event. European shoppers were eager to buy anything with the marathon logo on it, and a company rep estimated overall sales would top \$2 million.

Puma AG has begun construction on a new 538,000-square-foot eco-friendly headquarters building in Herzogenaurach, Germany. The \$73.3 million building, expected to be completed in 2009, will house 700 employees and contain retail and outlet stores.

Reebok has named **Matt O'Toole**, the current head of Reebok-CCM Hockey, to the position of **president of Reebok North America**. O'Toole will focus on Reebok's global push in the running market and the company's partnerships with the NFL, NHL and MLB.

Brooks has introduced **BioMoGo**, the world's first biodegradable midsole material. The new material promises to biodegrade in a landfill in roughly 20 years, compared to about 1,000 years for standard EVA. Extensive testing has shown the breakdown products are non-toxic and can be used as nutrients by plants and animals. **BioMoGo is being**

treated as an "open source" innovation, making it available to any other company who wishes to use it. The first use of BioMoGo will be in the new Trance 8, to be released in July 2008.

Brooks has also taken the first step in manufacturing licensed gear for national and local charities advocating health and well-being by introducing the **National MS Society** mesh hat. Brooks will donate a percentage of the proceeds from the sale of each hat to the National Multiple Sclerosis Society. The company hopes to continually add items to its product line that will be sold to supporters and bolster the fundraising efforts of various cause-related organizations.

Brooks' NYCM expo booth sported the most innovative fitting room of the event—a brand new port-a-potty.

Saucony's new \$165 "statement" shoe, the **ProGrid Paramount**, has been an especially strong seller despite its high cost, but it is no surprise to company management, which is overseeing the recent string of strong earnings statements. The company has filled out its line of running shoes to cater to all types of runners, and it is continuing its efforts to attract younger athletes. Cross country and track and field are also being given renewed emphasis. An agreement has been signed with the Credit Union Cherry Blossom Ten Mile Run to supply technical shirts as "upgrades" and shoes to race staff, and other similar race sponsorships are being considered.

Karhu plans to overhaul its finely crafted line of shoes in 2008, introducing an 11 oz. stability shoe, a neutral model, and a 9.65 oz. racer.

MISCELLANEOUS

Feetures has introduced a new line of bamboo and wool running socks that breathe easily, wick away moisture, and are 100% biodegradable. Product packaging is

made from recycled paper, and no plastic hangars or hooks are used.

The **NYRR's "Two World-Class Races. One Spectacular Weekend"** campaign lived up to its promise, and to publicize the event, the club placed ads on 325 buses, in 2,000 subway cars and 4,000 buses, and scattered 800 posters around town.

Runners bringing their bib number to a variety of retailers in the New York area in the days leading up to the **New York Marathon** were given a **\$45 Nike Dri-Fit Livestrong top**.

Scantily-clad women roaming the NYC Marathon expo floor attracted attention to the new **Timex Ironman iControl for iPods**. The device, which plugs into the bottom of an iPod, wirelessly controls the main iPod features from the full-function watch.

Dick's Sporting Goods, the largest full-line sporting goods retailer in the U.S., has become the **BolderBOULDER's** title sponsor for the next five years. The sponsorship agreement, coming at a time when Dick's is adding stores throughout Colorado, will allow all existing Dick's Colorado locations to serve as pick-up locations for race packets.

ChampionChip timing technology, introduced 13 years ago, will be used to time over 6,000 events worldwide in 2007, more than all other timing technologies combined. An estimated six million participants will be timed with the product this year.

Warwick Ford, author of the successful **Fun on Foot in America's Cities**, has written **Fun on Foot in New England** (Wyltan Books, \$16.95). Intended to be used less by travelers—as was the case with his first guidebook—and more by locals, the 285-page book provides detailed information on 50 routes in all six New England states and suggestions for many other routes. Additional **Fun on Foot** titles are planned for other U.S. regions. ■

Compensation

(Continued from page 5)

generally holds true, there are certainly exceptions (*see Table 9*).

As the size of the event grows, the likelihood that the race director is not compensated generally decreases. While over a third of race directors of events with under 1,000 participants receive no compensation, this is true for only one in eight race directors of events with over 5,000 participants. At the same time, a larger number of race directors of events with over 5,000 participants find it impossible to estimate their compensation.

“Don’t Forget Those Benny’s”

Very few race directors responding to the survey receive conventional benefits such as health insurance, dental insurance, or a 401K savings plan. The most common three benefits were travel & expense reimbursement, free apparel/merchandise, and ongoing education (*see Table 10*). Several race directors cited a flexible work schedule as a benefit. One brutally honest respondent wrote in “left-over bagels, cookies, water bottles and the occasional lost running gear.”

Conclusion

As the world has become more complicated, so too has the role of the modern race director. Andrea Sisino, race director of the Vermont City

TABLE 10

What additional benefits do you receive as a race director? (*ranked responses*)

None	46.1% (106/230)
Travel & Expense Reimbursement	37.0% (85/230)
Apparel/Merchandise	36.1% (83/230)
Ongoing Education (meetings/visits to other races)	24.8% (57/230)
Cell Phone	21.7% (50/230)
Health Insurance	12.6% (29/230)
401K/Savings Plan	10.0% (23/230)
Auto	9.1% (21/230)
Dental Plan	9.1% (21/230)
Pension/Retirement Benefits	7.4% (17/230)

Marathon for the past 17 years, puts it succinctly:

“The industry has become increasingly complex, with race directors having to understand runner satisfaction elements, sponsorship, industry standards, insurance and liability requirements, city and municipal restrictions, legal rights, website services, medical standards, and on and on.”

The combination of an increasingly complex industry with massive growth in event participation is raising the standards for race director compensation. Many event organizers are finding a viable occupation in what was once a volunteer role. In the final analysis, today’s race directors appear to be driven by both passion and profit. ■

News

(Continued from page 1)

event director and founder Beth Shluger. She anticipates that ING will increase spectator participation and enhance the event’s youth initiatives.

Running Stats Ceases Publication After 981 Issues

Paul Christman’s cult results publication held the elite athlete community together in the pre-internet era of the 1980s and 1990s and served as the vehicle for Christman’s insightful and entertaining writing. Lack of sponsors and advertising caused its demise a few years after it had changed from print to electronic format. ■

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