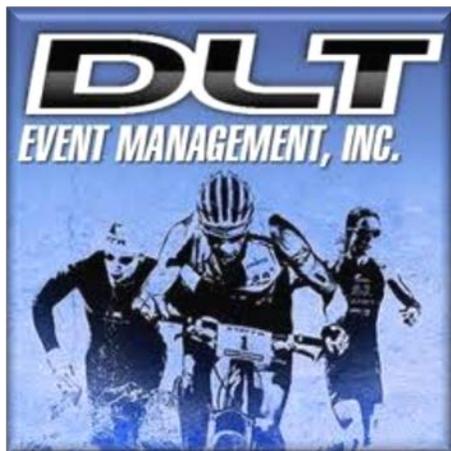


MY RACE HAS
EXCESS OF \$400,000 IN COLLEGE SCHOLARSHIPS
MY RACE IS UNIQUE: IT STARTS WITH A BIKE RIDE AND HAS MULTIPLE SWIMS
MY RACE CROSSES FOUR BRIDGES IN FOUR DIFFERENT CITIES
MY RACE HOSTED THE SENIOR GAMES TRI, ATTRACTING 300 TRIATHLETES FROM ACROSS THE COUNTRY
MY RACE HAD ITS TELEVISION DEBUT ON THE VERSUS NETWORK IN 2009



Tri Arkansas & DeGray Lake Sprint

August 18-19 2012 | Arkadelphia, AR

USA Triathlon Consultancy Report

EVENT SERVICES CONSULTANT: LAUREN CULP

USA TRIATHLON CONSULTANCY

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Event Overview

Rain poured down Friday night, and into Saturday morning. As athletes drove to the race site Saturday morning, the rain continued to get worse. It was clear the event was going to be modified due to the weather. Participants parked around puddles next to transition, they raced to the covered tents to stay dry and hear updates on the day's race. The Olympic distance Triathlon, Duathlon, Aquabike, and Open Water Swim was set to take place Saturday, but with the relentless weather not easing up, it was clear a decision had to be made. Event Management decided to cancel Saturday's events and roll the athletes over into Sunday's Sprint races.

Sunday's events went much smoother; with the weather cooperating athletes were eager to set up their transition area and get warmed up for their respective race. Transition opened at 6am and had plenty of room for the Olympic distance athletes from Saturday, who were now racing the sprint event. Race Director Fred Phillips delivered a fantastic pre-race announcement, complete with the Star Spangled Banner playing before the event. After the race, a large spray of water from the lake greeted the athletes for a nice cool down.

Event Profile

Race Director: Fred Phillips

Race Organization: DLT Event Management

Location: Arkadelphia, AR

Date: August 18-19 2012

Years Sanctioned: 6

Discipline: Triathlon, Duathlon, Aquabike, and Open Swim

Intermediate Aquabike: 1500 meter swim, 39k bike

Intermediate Tri: 1500meter swim, 39k bike, 10k run

Sprint Tri: 1500 meter swim, 24.8 mile bike, 6.2 mile run

Intermediate Du: 4k run, 39k bike, 10k run

Open Water Swim: 1500 meter swim



Course Layout

Swim: DeGray Lake in Arkadelphia is one of the region's five Diamond Lakes known for their crystal clear waters. Athletes traveled down the boat ramp and waded out into the water for the start. The swim was a triangle swim with the athletes swimming into the sun for only a small portion of the leg. Carpet guided athletes to the transition area as spectators awaited athletes at the bike course.

Bike: The bike course was interlaced with beautiful scenery of the lake, distant mountains, and hills for the participants to tackle. The sprint was an out and back course which had a fairly steep hill at the start of the leg. The course wound through the park as athletes were able to ride on recently paved roads with minor road blemishes. Sections of the course looked out onto some of Arkansas' beautiful rolling hills.



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Run: Featuring an out and back course that went out to the main road to the park, athletes ran on anything from gravel, to dirt, to paved road. Spectators were able to watch athletes leaving transition for the run, and cheered them on. An aid station staffed by local boy scouts refreshed the athletes just as participants started off on the 3.5 mile run. Athletes mentioned the course was tough, as there were several hills to conquer.

Transition: A fair transition set up, and secured by race volunteers allowed athletes to have open racking. There were plenty of racks for the overflowed athletes from the Olympic races. Large inflatable IN/OUT signs were set up at both ends of the transition area. Each sign was sponsored by a company, allowing the race director to save on costs.

Conclusion

Fred Phillips' event was very well done, and can be classified as a 'grass roots' event, with all of the necessities athletes look for when choosing a cost effective event to attend. From the patriotic pre-race meeting, to the waterfall hose at the finish line, this race had several different aspects to it to help draw in athletes, and keep them coming year after year.

The DLT Events staff was very well organized, and utilized their contingency plan on Saturday morning when the weather proved to be an issue for racing. This plan allowed Olympic distance athletes the opportunity to still participate in the event, by switching their race to the Sprint distance. In general, this event succeeded in many aspects and proves to bring racers from year to year!

Top 10 Reasons to do the Tri Arkansas & DeGray Lake Sprint:

10. USA Triathlon Officiating
9. Race/Swag bag and cool t-shirt
8. Clearest lake water in Arkansas
7. Beautiful scenery throughout the entire course
6. Volunteer to Race program. Helps acquire volunteers and secures athletes for the next year!
5. Well planned transition area included easy to follow signage in and around transition area.
4. Contingency plan allowed Olympic racers to race in Sprint race
3. Plenty of post race food for friends, family, athletes, and staff!
2. Incredibly friendly and personable race management made athletes feel at home!
1. Large watering hose at finish line spraying athletes to cool down with the ultra hot and humid weather!

