



RACE DIRECTOR SYMPOSIUM

DAILY NEWSLETTER

FRIDAY, JANUARY 18, 2013

UPCOMING SCHEDULE

Friday, January 18

- 7-8 a.m.** **REGISTRATION AND PACKET PICK-UP**
LOCATION - Expo/Colorado
ACTIVE NETWORK MOBILE CHECK-IN
- BREAKFAST**
LOCATION - Mountain View Dining Room
- 8-8:45 a.m.** **KEYNOTE WELCOME & STATE OF THE SPORT: ROB URBACH, USA TRIATHLON CEO**
LOCATION - Colorado II & III
- 8:45-9:45 a.m.** **KEYNOTE SPEAKER: JOHN KORFF**
LOCATION - Colorado II & III
- 10-10:45 a.m.** **MORNING GENERAL SESSION I**
Dr. Lawrence Creswell - USA Triathlon Medical Panel Findings
LOCATION - Colorado II & III
- 11 a.m.-12:15 p.m.** **MORNING GENERAL SESSION II**
Andy Emberton - Incident Management/Command Center Protocols
LOCATION - Colorado II & III
- 12:15-1:30 p.m.** **LUNCH/ NETWORKING: SPONSORED BY THE ACTIVE NETWORK**
LOCATION - Colorado II & III
- 1:30-2:45 p.m.** **AFTERNOON INTERACTIVE SESSION**
Interactive Crisis Management Plan Development - USAT and ESIX Staff with Andy Emberton
LOCATION - Executive Presentation Room
- AFTERNOON BREAKOUT SESSION I**
David Steigerwald, Esq. - LLC v. INC. How to set up your business
LOCATION - White River I
-or-
Dave Nicholas - Media Exposure and Event Promotion
LOCATION - White River II
- 3-4 p.m.** **GENERAL SESSION**
Dave McGillivray, Presented by the USAT Race Director Committee
LOCATION - Colorado II & III
- 4-5 p.m.** **AFTERNOON GENERAL SESSION**
USAT Race Director Committee Panel
LOCATION - Colorado II & III
- 5:30-7:30 p.m.** **FRIDAY NIGHT RECEPTION, SPONSORED BY ACTIVE NETWORK**
LOCATION - Arkansas/Platte/Rio Grande



Attendees picked up their packets on Thursday.

DID YOU KNOW?

In 1859, two surveyors came upon a beautiful area of sandstone formations. One suggested that it would be a "capital place for a beer garden." His companion exclaimed, "Beer Garden? Why this is a fit place for the Gods to assemble. We will call it the Garden of the Gods." It has been so called ever since.

— springsgov.com

NEWS & NOTES

- **Welcome** to the 2013 USA Triathlon Race Director Symposium and Colorado Springs. We hope you have an enjoyable and productive weekend at Cheyenne Mountain Resort that will help you take your events to the next level.
- For all those early birds out there — come join us for the annual **Fun Run/Walk 5k**, **Sponsored by SweatVac** on Saturday, Jan. 19 from 7-8 a.m. Meet in the Cheyenne Mountain Resort Lobby by 7 a.m.
- Be on the lookout for an **updated newsletter** each morning courtesy of the USA Triathlon communications team. We'll have the latest news and notes from Symposium.
- The **Race Director Symposium program** offers a wealth of information on the weekend, including maps, schedules and bio sketches for all of this weekend's presenters.
- Don't forget to visit the **USA Triathlon Race Director Symposium expo**, which features 15 vendors. You can find representatives from many of the top companies in the multisport industry in the Colorado Ballroom.
- In addition to this weekend's daily newsletters, be sure to check out the **Race Director Symposium coverage page** on usatriathlon.org. We'll have links to daily recaps, Q&As with fellow symposium attendees, photo galleries and much, much more.
- As always, you can keep up with all things USA Triathlon by following us on Twitter at **@usatriathlon** or joining us on Facebook at **www.facebook.com/usatriathlon**.
- **Visit the Cyber Space Sponsored by the Active Network.** The Cyber Space — located in the symposium expo — provides attendees with a convenient place to check email from a secure connection, enjoy some light snacks and beverages, and get questions answered from one of Active Network's cyber staffers. You can also take a personal guided tour of Active Works. Open during expo hours.

WEATHER

- Friday: High 48, Low 27, Sunny
 - Saturday: High 45, Low 29, Sunny
- Source: weather.gov

FEATURED PRESENTER

The race director of the Boston Marathon and a USA Triathlon Hall-of-Famer, Dave McGillivray directed his first triathlon in 1982. Since then, he has served as the director for more than 150 triathlons, including the Cape Cod Endurance Triathlon, which debuted in 1983 as what is believed to be the first ultra-distance event in the continental U.S.

Additionally, McGillivray directed the second-ever ITU World Championships in 1990 in Orlando, Fla., and the 1998 Goodwill Games Triathlon in New York City. His New England

Triathlon Series was one of the first triathlon series in the United States. McGillivray served as a member of the Tri Fed USA Board of Directors for seven years, was a member of the ITU Technical Committee for five years and has directed a number of ITU World Cup events.

McGillivray is an eight-time Ironman finisher. After his duties of Boston Marathon race director have ended, McGillivray annually completes the 26.2-mile course at night. He's the owner and president of Dave McGillivray Sports Enterprises, Inc.



RACE DIRECTOR Q&A

Wes Hires (Jacksonville, Fla.) works with Kids Triathlon, Inc., a 501(c)3 organization that partners with the NFL 360 program to host events for youth triathletes.



Wes Hires

This is Hires' third time attending

USA Triathlon's Race Director Symposium, and he gave us a little insight into what he enjoys about his work with the sport.

USA Triathlon: *What do you think makes working with youth at events so great?*

Wes Hires: More so than just putting on an event that's fun, safe and profitable, we like to think we're making a difference. It's more than just a paycheck. Some of the stories that we see are totally inspirational, and parents are getting involved in swim, bike and run because of the kids. We've got the calls and letters from the parents saying how much better their kids are doing in school and they have so much more self-confidence — it's touching. We are very much quality over quantity. We want to be able to grow the sport, we want to be able to grow the races — but controlled growth. There's four people who drive this whole thing, and we run it out of a small office.

USAT: *Why do you coming back to this symposium year after year?*

WH: This is our sanctioning body; you have to keep yourself abreast of what's going on. We certainly want to hear the information that's being presented, and it's one of the few opportunities you have as a race director to network with others from all around the country without having to fly to see them all.

USAT: *What are you hoping to get out of the event this year?*

WH: Networking, and with our expanded series schedule across the nation (six events in 2012 to 10 in 2013), it's no longer [just] a Southeast and East Coast thing. I have to start meeting more people ranging from here out to the West Coast.



MetLife's Randy Rodriguez was on hand at the USA Triathlon Race Director Symposium expo.

CATCHING UP WITH METLIFE

MetLife

MetLife Auto & Home®

MetLife is the official auto and home insurance provider of USA Triathlon and an event sponsor of the 2013 USA Triathlon Race Director Symposium. USA Triathlon recently caught up with Randy Rodriguez and Katherine La Hart of MetLife.

USA Triathlon: *Why is USA Triathlon an attractive corporate partner for MetLife?*

MetLife: Triathlon is one of the fastest growing sports in the U.S. Olympic Movement and USA Triathlon members have a strong loyalty to their Governing Body. Because USA Triathlon is the sanctioning authority for a large number of high-profile multisport events nationwide, the exposure MetLife will receive is very appealing. MetLife shares the same vision, to bring value to the members and provide resources to make informed choices for their personal insurance needs.

USAT: *What products and services does MetLife offer to USA Triathlon members?*

ML: In addition to auto and homeowners insurance, MetLife Auto & Home offers a variety of other insurance policies to meet

your diverse needs, including: personal excess liability, boat, condo, motor home, recreational vehicle and renter's.

USAT: *How can USA Triathlon members benefit from USA Triathlon's partnership with MetLife?*

ML: Because you're a member of USA Triathlon, you could receive hundreds of dollars in savings on auto and home insurance from MetLife, in addition to a group discount off your policy. And with MetLife Auto & Home you may apply for coverage at any time, so we'll help you make the switch quickly and easily.

USAT: *How did the "Peanuts" characters become part of MetLife's advertising campaigns?*

ML: In 1985 MetLife recognized a need to distinguish itself from its competitors and launched an advertising campaign that paired the company's traditions of excellence and stability with Snoopy and the rest of the Peanuts gang, representing warmth, approachability, trust, dependability and security. Charles Schultz's beagle and his friends have served as MetLife's global brand ambassadors ever since. Market research indicates that when people think of MetLife they often think of Snoopy.

VIRTUAL RACEBAG

As part of our efforts to offer innovative sponsorship options and "go green," USA Triathlon is excited to invite you to view our interactive, virtual gift bag featuring rich-media gifts from sponsors, exhibitors and other companies for the 2013 Race Director Symposium.



To access the Virtual Racebag, visit: <http://bit.ly/RDSym2013racebag>