



CONSULTANCY

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IN 2009



FULL & HALF DISTANCE TRIATHLON _____TM

SILVERMAN

C H R I S T E N S E N L A W

USA Triathlon Consultancy Report

EVENT SERVICES CONSULTANTS: KRISTI ENSIGN AND FAYE STECH

The Silverman Triathlon

November 07, 2010



MY RACE HAS A TV DEBUT IN 2009
EXCESS OF \$4 MILLION IN COLLEGE SCHOLARSHIPS
MY RACE IS UNIQUE: IT STARTS WITH A BIKE RIDE AND HAS MULTIPLE SWIMS
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Event Profile

Race Directors: Frank & Meghann Lowery

Location: Henderson, NV

Date: November 07, 2010

Years sanctioned: 4 Years

Discipline(s) offered: Half and Full distance. Full relay and Collegiate relay.

Overview

The Silverman Triathlon is among the most challenging course in the world! When you sign up for a long and tough race like this, you expect top notch planning and support will also be there to keep you going. This is definitely present at the Silverman event hosted by Lowery Multisport. From sign up to finish line, the amount of information for athletes on the event website is above and beyond a sufficient level. The morning of the event, athletes gather at T1 and Lake Las Vegas. The swim course, although long and wet, provides a beautiful backdrop of golf courses and desert mountains. It is also thrilling to start the most challenging triathlon under a bridge of cheering fans and noisy cowbells. The swim takes you, and the hundreds of others athletes in the mass start, out and back along bright orange buoys and plethora of medical and rescue support. The bike course is, for lack of better description, HARD. The Three Sisters set of hills show no mercy for cyclists pedaling through the desert. Also, be cautious of tarantulas and tortoises as previous athletes reported sightings of these desert creatures. Well supplied aid stations are available every ten miles manned by costumed volunteers. The course is enjoyable as it winds through Lake Mead National Recreation Area with stunning desert views and nature all around you. The course has steep climbs you will want to be sure to train for. The run course mostly takes you through residential areas in the beautiful Henderson community. The race directors want you to expect the best decorated aid stations in triathlon. Watch out for Belly Dancers, Camels, Desert Oasis, and Hamburgers. These are just a few of the spectacles you might encounter. The finish line is very impressive as you enter the Multigenerational Center complex where athletes can expect top notch care from experienced medical personnel. As you run, hop, crawl, or do cart-wheels (yes, this happens) under the "Finish Archway," you will receive a t-shirt, medal, and glorious food! There are also showers, hot or cold, available as well as the opportunity for a massage in a secure space for athletes to recover. This is truly the VIP section at a Lowery Multisport event.

Course Layout

Featured Course: Bike

The bike course is 112 miles (Full) 56 miles (Half) of challenging hills, tired legs, and unique beauty. A few of the climbs may later be memories of great challenges overcome or feared nightmares you hope not to encounter again. The Three Sisters are definitely part of what makes this course challenging. This bike course is unique with gorgeous recreational views of lakes and distant mountains.

The course winds throughout rolling hills in the Lake Mead National Recreation area. The almost flat portion of the course is still yet to be found. This adds to the constant challenge. While pedaling along, you will see spectacular Mojave Desert scenery with sandstone canyons and walls carved by wind and water on all sides. Well supplied aid stations are placed every ten miles. These stations are well stocked with Gatorade endurance formula, Hammer Nutrition bars and gels, and enthusiastic volunteers dressed in costumes and cheering loudly. And if you see a desert tortoise in the road, be sure to stop and help him get across safely.

Swim

The swim course is 2.4 miles (Full) 1.2 miles (Half) of calm waters in beautiful Lake Las Vegas. The mass start takes place under the Lake Las Vegas Bridge which is crowded with spectators as the countdown begins. The swim is one loop going out and back in clockwise order and is well marked with bright orange buoys every 250 ft. If you decide to take a break between strokes, you will notice the amazing backdrop of the greenest golf course in the middle of the desert and luxurious homes. If you are worried about safety issues in the water of the most challenging triathlon course in the world, be assured safety measures have



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been well established. Numerous lifeguards, kayakers, and first-aid personnel on watercraft are present throughout the course. As you finish the swim, you will exit the water and advance up the protected ramp to the changing tents and transition area 1.

Run

The run course 26.2 miles (Full) 13.1 miles (Half) is a 1 or 2 13.1 mile loop throughout residential areas in the fast-growing Henderson community. If competing in the full, the required “fly by” of the finish may either be motivation or cause internal despair. Either way, it’s a significant mental challenge. To no surprise, rolling hills are frequent but two very challenging climbs in the middle of the course will surely test your strength to go on. Aid stations are available every mile and are also well supplied with water, Gatorade endurance formula, Coke, chicken bouillon, Hammer nutrition bars and gels, fruit, cookies, pretzels, and potato chips. The race directors want you to expect the best decorated aid stations in triathlon. Watch out for Belly Dancers, Camels, Desert Oasis, and Hamburgers. These are just a few of the spectacles you might encounter. The finish line is very impressive as you enter the Multigenerational Center complex where athletes can expect top notch care from experienced medical personal. As you run, hop, crawl, or do cart-wheels (Yes, this happens) under the “Finish Archway,” you will receive a t-shirt, medal, and glorious food! There are also hot, or cold, showers available as well as the opportunity for a massage in a secure space for athletes to recover. This is truly the VIP section at a Lowery Multisport event.

Transition

There are two transition areas. The swim start and swim to bike transition (T1) will be located adjacent to the bridge at Lake Las Vegas. The bike to run transition (T2) and finish line are located at the Henderson Multigenerational Center. Athletes are required to pre rack their bike the day before the event at T1. Athletes are also able to leave personal items needed at T2 and Silverman volunteers will transport those in an organized way. At T1 the morning of the event, plenty of volunteers are available to help answer any questions and provide direction to mechanical assistance, changing tents, bag drop, and medical attention. Bikes are racked in order of division, Full and Half distance participation, and age group. Bikes are also racked in box-slots and every participant has equal space in rows identified by number intervals. Porto-Potties are also available in the transition area. Barricades placed all around the transition area help to ensure the security of personal property and keep spectators out of the transition area.

Featured Aspects: Inspirational and motivational support offered by Operation Rebound and volunteer support and availability

At the pre-race dinner, veterans from Operation Rebound spoke, told their stories of survival, and inspired all those in the room. This motivation was above and beyond the level of most inspirational speeches heard at races. These athletes expressed feelings of despair and rough times after being injured while serving our country. They also spoke about how involvement in multisport helped to turn their outlook on life for the better. Seeing emotion in the room and on stage while these athletes talk about their experience was unparalleled; then seeing them compete on the toughest triathlon course in world really makes you think about what the human body is capable of, as well as realizing how easily you can take your able-body for granted. This motivation definitely will keep you pushing through all the brutalities of this race.



Volunteers of an event are usually the participants of the future. Lowery Multisport really knows how to draw great volunteers for every aspect of their event. Volunteers are easy to point out while they sport very bright and fashionable yellow t-shirts and can be counted on to know important details of the event. You can also expect to see them dressed up in costumes, encouraging athletes throughout the courses, and eager to assist in any way possible. The Silverman event has a reputation for great volunteers because of the way Lowery Multisport treats their volunteers. The number of volunteers is also incredible. When you put on a huge event and have nearly the same amount of volunteers and athletes, you know the race will be well executed and everyone will have a wonderful experience.

Conclusion

This race truly represents everything multisport. From the challenging course to the volunteer support, this is a first class event. The race directors do a great job of planning and executing details to ensure every athlete enjoys their Silverman experience. This race is not considered the most challenging triathlon in the world for no reason. The motivation and inspiration provided by veterans participating with Operation Rebound, incredible volunteer support, and well organization and planning of the race directors are a few aspects that will have a lasting impression with those who participate in the Silverman event. The experience you will have when competing in this event is untouchable.

"7 days post race and all I can say is what a privilege it was to race alongside some truly amazing and incredible athletes, especially those of you who did the full and the Operation Rebound athletes. It was also truly a privilege to join the awesome volunteer crew when my racing day was done. Thanks to all the wonderful volunteers, the Silverman race staff, and Frank & Meg! Can't wait to come back soon."

"Thanks to everyone...organizers, volunteers and fellow competitors, for another terrific Silverman event. Getting a few friends to meet Vegas and do a triathlon together has been something I have enjoyed and look forward to in the future. Dare I suggest...thanks to Brad and Jerry's inspiration...perhaps we could have finisher's bathrobes in future years?"

"First time doing Silverman (full). Toughest race I have ever done but I loved it! Pushing the time cut-off on the bike is normally not my style but that is where I found myself on the trail after 3 sisters. Made it in with only 10 minutes to spare and ran a slow marathon but finished and it was awesome! Thanks to Frank, Meg, and all the great volunteers for a great triathlon memory!"

Why to Do It: TOP 10

10. A well organized split transition experience
9. Post race pictures easily accessible to athletes
8. Organization and communication between Silverman staff
7. Availability of event information on-line prior to the event
6. Unique swim start under a bridge full of spectators cheering from above
5. VIP athlete finish area
4. Volunteer support! Especially the cheering section of elementary students at the finish line
3. Amazing support from the race directors who are mysteriously available everywhere on race day and days prior
2. Inspiration and motivation from Operation Rebound
1. Among the most challenging triathlon course in the world!