RACE DIRECTOR SYMPOSIUM

DAILY NEWSLETTER

THURSDAY, JANUARY 17, 2013

UPCOMING SCHEDULE

Thursday, January 17

2-5 p.m. PACKET PICK-UP AND NETWORKING
LOCATION - ExpoColorado I

5:30-7:30 p.m. CPR TRAINING (PRE-REG. REQUIRED)
LOCATION - White River I

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

John Korff, left, is the keynote speaker Friday.

DID YOU KNOW?

Colorado contains 75 percent of the land area of the U.S. with an altitude over 10,000 feet. *Follow @COSHistory for more.*

WEATHER

- Thursday: High 45, Low 27, Sunny
- Friday: High 48, Low 27, Sunny
- Saturday: High 45, Low 29, Sunny

Source: weather.gov

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.

• 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.

• Found in your goodie bag, 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 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.**

• Come socialize with friends, both old and new, enjoy a beverage and light hors d'oeuvres plus get a commemorative picture taken – all at the Friday Night Reception, sponsored by Active Network. Don't miss out on Friday from 5:30-7:30 p.m. in Arkansas/Platte/Rio Grande at the Cheyenne Mountain Resort.

• **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.

FEATURED PRESENTER

John Korff is the owner and organizer of the Aquaphor New York City Triathlon. Korff began his career by starting the A&P Women's Tennis Classic, the women's tennis tournament that immediately preceded the U.S. Open. Over the tournament's 25-year life, it featured the world's top stars, including seven-time champion Steffi Graf.

He is currently on the board of directors of the United States Tennis Association. Korff also organizes the 30th annual Quick Chek New Jersey Festival of Ballooning with over 100,000 spectators annually. His company, Korff Enterprises, has also produced PGA, Senior PGA and LPGA golf tournaments, along with numerous balloon and music festivals. The company manages all entertainment for New York Road Runners events, including the New York City Marathon. Additionally, Korff Enterprises organized all sports events for NYC2012, the committee formed to bring the Olympics to New York City.

Korff is an avid runner having competed in the Western States Endurance Run seven times.

RACE DIRECTOR SYMPOSIUM
USA TRIATHLON

UPCOMING SCHEDULE

Saturday, January 19

7-8 a.m. — **FUN RUN/WALK, SPONSORED BY SWEATVAC**
LOCATION - Hotel lobby

8:30-9:30 a.m. — **BREAKFAST**
LOCATION - Mountain View Dining Room

9:30-10:45 a.m. — **KEYNOTE SPEAKER: BILL BURKE**
Case Studies for Crisis Management Strategy
LOCATION - Colorado II & III

10:45-11 a.m. — **BREAK, SPONSORED BY COMPETITOR GROUP**

11 a.m.-noon — **KEYNOTE MORNING GENERAL SESSION: ROB URBACH**
Business, revenue and sponsorship value opportunities; **ACTIVE NETWORK** - Mapping the Course of Endurance: Learn about the latest endurance event trends
LOCATION - Colorado II & III

Noon-1:15 p.m. — **LUNCH/NETWORKING AND T-SHIRT CONTEST AWARDS, SPONSORED BY RUDY PROJECT**
LOCATION - Colorado II & III

1:15-3:45 p.m. — **AFTERNOON INTERACTIVE SESSION**
Interactive Crisis Management Plan Development - USAT and ESIX Staff with Andy Emberton
LOCATION - Colorado II & III

1:15-2:15 p.m. — **AFTERNOON BREAKOUT SESSION I**
Travis Snyder, The Color Run CEO - Understanding Your Customer
LOCATION - White River I
-or-
Mike Price: Utilizing Outside Insurance Companies
LOCATION - White River II

2:15-2:30 p.m. — **BREAK SPONSORED BY METLIFE**

2:30-3:30 p.m. — **AFTERNOON BREAKOUT SESSION II**
Dave Nicholas - Sustaining and Growing Local Relationships
LOCATION - White River I
-or-
Kathy Matejka - The Success Equation: A Tool for Goal Setting and Assessment
LOCATION - White River II

3:45-4:45 p.m. — **AFTERNOON GENERAL SESSION**
Mike Price - What We Learned this Weekend
LOCATION - Colorado II & III

4:45-5 p.m. — **CLOSING REMARKS**

In addition to the services Active offers event organizers, the company provides work-place wellness to employees as part of the ActiveX program.

CATCHING UP WITH ACTIVE NETWORK

ACTIVE network

ACTIVE is a USA Triathlon gold-level partner and the leading provider of organization-based cloud computing applications. USA Triathlon caught up with Vanessa Allen, ACTIVE's Senior Manager of Marketing, to learn more.

USA Triathlon: *What kind of new technology does ACTIVE offer that will impact and help race directors directly?*
VA: ACTIVE Works is a comprehensive web-based tool that helps grow registrations and manage your triathlon more efficiently, so you can spend time on more important things like sponsorships, course logistics and your overall event experience. ACTIVE Works offers flexible customization, including a VIP/Special Entry tool, participant self-editing, team management, social media integrations and more. Plus, our mobile technology suite features the ACTIVE.com mobile registration app and our ACTIVE Trainer suite, including the award-winning Couch-to-5K app®.

USAT: *Why should race directors use ACTIVE and what benefit does it offer to the participant?*
VA: ACTIVE helps race directors get more participants, manage events easily and build a strong brand. Race day is easier for event directors and participants because waivers and USAT membership verifications/payments are part of the registration flow. It's a seamless, fast process with no extra paperwork needed.

USAT: *How will ACTIVE demonstrate its technology to race directors at the symposium?*
VA: Our team members will be hanging out in The Cyber Space and at our expo booth, giving tours through ACTIVE Works and talking about its benefits for race directors. We'll also be walking through what we're doing to drive the growth of the triathlons and participation in USAT-sanctioned events through the power of our ACTIVE.com property, ACTIVE Access and other channels.

USAT: *How does ACTIVE keep on top of the ever-changing technology available to improve race experiences?*
VA: We've always had a close connection to race directors in the endurance sports market, and building technology that makes their jobs easier has been our primary focus from the beginning. We are in a unique position in the sense that we work with hundreds of race directors, but also connect with millions of participants via ACTIVE.com. This provides us with a holistic view of the industry, which we use to guide our significant investments in technology R&D. We also share this knowledge via webinars, blogs, newsletters, etc., which engages us in conversations with our customers and industry experts that provide us with even deeper insights.

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.

Virtual race bags®

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