2013 ASOCIATION “ROOKIE” WORKSHOP

“The USATF Mission could not be successful without the extraordinary hard work and dedication by our Associations!”
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Welcome Message

WE ARE USATF!

To our Expert Volunteers,

Welcome to the nation’s premiere track and field, long-distance running, cross country running, and race walking organization!

First, we here at USA Track & Field want to send you a big “Thank You” for devoting your time and talents to help grow and support the sport that we all love. You are our most valuable resource. USATF could not be successful without the integral role that each of you play.

The goal of the Rookie Workshop is to provide you with a foundation to consistently serve our various constituents, athletes, coaches, officials, event directors, clubs, agents and others.

The National Office is committed to introducing you to all of the nuances of being a part of and helping run your local Association. Furthermore, we will strive to assist you in any way we can.

Again, thank you for your involvement and your dedication to our sport!
Association Overview

USA Track & Field, Inc. (USATF) is the National Governing Body for track and field, long distance running, and race walking in the United States.

**The Mission:**

The mission of USATF is to foster sustained competitive excellence, interest, and participation in the sports of track and field, long distance running, and race walking. We will be successful if we can accomplish the following:

- We fully support our athletes with resources and programs
- All of our constituencies work together to support our sport’s success
- Our business model showcases our sport in innovative and lucrative ways
- The public and media respect and are drawn to our sport
- Our athletes consistently outperform the competition
- We have the resources to achieve our mission

*This mission could NOT be successful without the extraordinary hard work and dedication of our Associations!*
Association Primary Responsibilities

USATF is a volunteer-driven, not-for-profit organization divided into 57 geographic Associations. The primary objective of each Association is to assist in the development and growth of the sport of track and field, long distance running and race walking.

Each Association must elect officers, who are typically a president, a vice president, a treasurer and a secretary. The process for the election will be set in your bylaws. Each Association has to perform several duties in order to be successful. Here are a few:

- Strategic planning to include
  - Membership Growth-Individual and clubs
  - Acquire outside funding through sponsorships and grant programs
  - Excellent customer service to all members
  - Promote and market USATF’s Sanction program
  - Develop grass roots programs
- Promote Diversity
- Risk Management and Athlete Safety
- Regular Association meetings
Individual and Club Membership Administration

A good deal of time will be spent on administrative tasks for our members. To achieve excellent customer service and provide our members with the highest level of customer satisfaction it is important to have a thorough understanding of how the administrative side works. The Association Manual is your greatest resource for all administrative questions.

Individual Membership Processing - Association Management Area: This is a vital function of the Association. Registering members in a timely and accurate manner is very important to your association for several reasons:

- Insurance
- Association finances
- Mailing of membership ID cards/welcome packets from the National Office
- Allow members to begin taking advantage of their member benefits, especially registering for events.
- Communications via Association newsletter, member email blasts, etc.

DON'T FORGET TO PROMOTE SIGNING UP FOR MEMBERSHIPS ONLINE!
Club Memberships

Member clubs are at the heart of USA Track & Field. They provide much needed support to athletes in the form of coaching, financial support and athletic satisfaction. It is with, and through, the clubs that USATF is able to carry out its mission: "The mission of USA Track & Field is to foster sustained competitive excellence, interest, and participation in the sports of track & field, long distance running, and race walking."

The focus and goals of each club are as unique and diverse as the athletes who compete for them. Some clubs focus primarily on elite development, while others specialize in youth or masters programs. Some are solely track & field clubs, while others provide support to only race walkers, throwers, or distance runners. Whatever the case may be, each club is vital to the sport's future in the United States.

Clubs are classified as follows:

- Competitive
- Affiliated
- Training
- Elite Development Clubs
Club Benefits

- USATF Competition Rule Book
- Membership Certificate
- Liability Insurance during registered club practices
- Ability to purchase third party certificates of insurance
- Voting privileges at Association meetings
- Subscriptions to *Fast Forward* magazine
- The right to enter relay teams and have athletes represent their club at the USATF Championships
- The right to use the USATF Club or Member Organization logo on promotional materials

Club Membership Processing:

- Clubs apply for, and renew their club memberships using the online club application.
- Once the Clubs submit their application or renewal Associations will receive an email alert that you will need to approve.
- Associations need to review ALL forms to make sure all the necessary information is included.
  - Special attention should be given to the *Club Practice Schedule* and whether a third party certificate of insurance is needed.
- Submit all forms to the National Office

The Club will receive a confirmation email once approved.

You will need to log on to the Association Club Management section of the USATF website to approve all Club applications. The step by step instructions on how to approve a club membership can be found in the *Association Manual*. 
Sanctions

A USATF sanction is an official designation issued by USATF, through a local Association, which approves and licenses the holding of a competitive track and field, long distance running, or race walking event in the United States.

The “sanction” is a contract. It evidences the events commitment to follow the national (USATF) and international (IAAF) rules and regulations of the sport, and to provide a safe environment for the participants and the spectators.

<table>
<thead>
<tr>
<th>What We Can Sanction</th>
<th>What We Cannot Sanction</th>
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<tr>
<td>• Competitive events</td>
<td>• Non-competitive events such as “Fun runs”.</td>
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<td>• Events that we have jurisdiction over and are</td>
<td>• Camps and clinics</td>
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<td>conducted under IAAF and USATF rules(high school,</td>
<td>• Events that use the words “Olympic” or</td>
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<tr>
<td>NCAA, NAIA are examples that we do NOT have</td>
<td>“Olympics”</td>
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<td>jurisdiction over)</td>
<td>• Triathlons</td>
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<td></td>
<td>• Adventure/Obstacle races</td>
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An Association may obtain a sanction by going online to http://www.usatf.org/Products---Services/Event-Sanctions.aspx
Course Certification and Record Setting

- Official USATF Sanction
- Course Certification
- Approved Timing System
Benefits of a Sanction

- Increased prestige
- Liability insurance
- Medical insurance
- Records
- Resolving disputes
- Promotion
Accreditation

All Associations will be accredited every year. In previous years Associations had to meet a wider variety of criteria in order to be accredited. The 2013 fiscal year will use data from 2012 and thus the new standards will not apply. In 2014 all Associations will be required to meet ALL of the following standards to be considered to be in good standing:

<table>
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USATF Logos and Marks

“Associations to your Marks!”

The USATF logo is one of our organizations greatest assets! We need to ensure consistent brand identity.

In 2007, when USATF changed its logo, specific Association logos were developed for use by each accredited Association. The Association-specific logos include the approved USATF marks (USATF wings, and USA Track & Field name) and the Association name (i.e., Adirondack, Alabama, etc.) Associations are required to use the Association-specific logos in all instances. Use of the USATF logo is not permitted unless approved by the USATF marketing department in advance.

Each Association is required to appoint a Communications & Marketing Coordinator. The appointed Association Communications & Marketing Coordinator shall monitor the use of the Association logo and coordinate all external communications to members, events, and clubs. With respect to monitoring the Association logo the Communications & Marketing Coordinator shall:

- Review and proof all documents and html pages that include the Association logo;
- Place orders for products that include the USATF Association logo;
- Distributing the logo to other elected and appointed Association personnel, as appropriate.
Association Marketing

On your marks, get set, GROW!!!!!!

Every Association is tasked with growing memberships. The best way to accomplish this is with a strategic marketing plan. Demographics and other economic factors make it a very individualized process. The National Office is committed to helping Associations create a marketing plan and help them operate independently and efficiently. Here are a few resources the National Office can provide:

Resources

- The USATF Network: Website Design-Showcase how our network sites can help their association
- Fill-in the blank marketing plans
- Signs, banners and event signs

How becoming a member of USA Track & Field Helps: USATF is a 501(C) (3) non-profit organization supported by members and carried out through Associations. Here are a few items membership dollars support:

- Developing today’s and tomorrow’s stars
- Developing, selecting and leading Team USA - the World's #1 team - at the Olympics, World Championships and more than 12 other international events each year.
- Educating and increasing coaches depth and breadth of knowledge

A goal without a plan is just a wish
-Antoine de Saint-Exupery
Who are our members? The large majority of our membership base year after year are athletes, coaches and officials. What you need to do is two-fold:

- Provide excellent customer service to your current member base.
- Find ways to grow memberships from parents and fans. Stickers for parents (Ex: I am a USATF Mom like ARMY, etc) I Support Allison, Ashton, Galen, etc.

Understand Your Association

Questions to think about?

What is my Association’s current member growth rate?

What are our yearly growth goals?

What is my Association’s current retention rate?

What is my Association’s current financial situation?
Membership Benefits

- Free Nike gift with new membership
- 10% discount in the USATF Online Store, including Nike Dri-Fit gear
- Customized TEAM USA Race BIB
- Fan Engagement Contest!
- Free entries into major marathons
- Members only rankings/tracking systems
- Subscription to *Fast Forward* magazine
- Access to exclusive members-only web content
- USATF Membership Awards Program**
- Sport Accident Insurance
Officials

Officials play a vital role in making thousands of events run smoothly. As associations we need to always be on the lookout for new officials. Officials are tasked with protecting the integrity of our sport.

**Reminder:** Associations are required to have a minimum of 50 officials.

Where to find new officials:

- Recently graduated track and field athletes from local area colleges and high schools. Contact coaches for contact info
- Solicit interest at events/road races/track meets
- Friends/Family
- Organize a fun social night where officials “bring a friend”
- Market on Association web page
- Connect with local running blogs
Retention Strategy for Officials

Promote the positive aspects that your Association can offer to your officials. For example:

- New friendships
- Engagement in the sport that you love
- Rewards for involvement
- Training and personal development
- Travel
- Resume’ builder
The National Office

Our Role: National Office Management shall provide benefits and support to Associations and their members. Duties to include:

- Memberships: Regularly evaluate the benefits and support
- Establish membership categories, application procedures, benefits and membership fees
- National Championships: Advertise, schedule, manage and conduct National Championships
- International Competition: Manage all aspects of international competition
- Public/Media Relations: Optimize the quantity and quality of public exposure of USATF, and its sports, events, and athletes
- Marketing/Promotions
- Apply/Enforce/Monitor doping controls
- Coordination of certifications and education
- Annual Meetings
Important Phone Numbers/Resources

National Headquarters
132 E. Washington St., Suite 800
Indianapolis, IN 46204-3723
Main Switchboard 317-261-0500
Main Fax 317-261-0514
Website: www.usatf.org

Contacts by Topic

<table>
<thead>
<tr>
<th>Topic</th>
<th>Contact Name</th>
<th>Phone Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-Doping</td>
<td>Talia Mark</td>
<td>(317-713-4650)</td>
<td><a href="mailto:Talia.Mark@usatf.org">Talia.Mark@usatf.org</a></td>
</tr>
<tr>
<td>Associations</td>
<td>Desiree Friedman</td>
<td>(317-713-4656)</td>
<td><a href="mailto:Desiree.Friedman@usatf.org">Desiree.Friedman@usatf.org</a></td>
</tr>
<tr>
<td>Coaching Education</td>
<td>Terry Crawford</td>
<td>(317-713-4671)</td>
<td><a href="mailto:Terry.Crawford@usatf.org">Terry.Crawford@usatf.org</a></td>
</tr>
<tr>
<td>Communications/Marketing</td>
<td>Jill Geer</td>
<td>(317-713-4654)</td>
<td><a href="mailto:Jill.Geer@usatf.org">Jill.Geer@usatf.org</a></td>
</tr>
<tr>
<td>Elite Athletes</td>
<td>Sariyu “Beka” Suggs</td>
<td>(317-713-4689)</td>
<td><a href="mailto:Sariyu.Suggs@usatf.org">Sariyu.Suggs@usatf.org</a></td>
</tr>
<tr>
<td>Events</td>
<td>Jeff Mlynski</td>
<td>(317-713-4679)</td>
<td><a href="mailto:Jeff.Mlynski@usatf.org">Jeff.Mlynski@usatf.org</a></td>
</tr>
<tr>
<td>Junior Athletes</td>
<td>Duffy Mahoney</td>
<td>(317-713-4673)</td>
<td><a href="mailto:Duffy.Mahoney@usatf.org">Duffy.Mahoney@usatf.org</a></td>
</tr>
<tr>
<td>Legal</td>
<td>Norm Wain</td>
<td>(317-713-4683)</td>
<td><a href="mailto:Norman.Wain@usatf.org">Norman.Wain@usatf.org</a></td>
</tr>
<tr>
<td>Masters</td>
<td>Jim Estes</td>
<td>(317-713-4661)</td>
<td><a href="mailto:Jim.Estes@usatf.org">Jim.Estes@usatf.org</a></td>
</tr>
<tr>
<td>Membership Clubs</td>
<td>Desiree Friedman</td>
<td>(317-713-4656)</td>
<td><a href="mailto:Desiree.Friedman@usatf.org">Desiree.Friedman@usatf.org</a></td>
</tr>
<tr>
<td>Merchandise</td>
<td>Jed Cornforth</td>
<td>(317-713-4655)</td>
<td><a href="mailto:Jed.Cornforth@usatf.org">Jed.Cornforth@usatf.org</a></td>
</tr>
<tr>
<td>Officials Certification</td>
<td>Jeff Mlynski</td>
<td>(317-713-4679)</td>
<td><a href="mailto:Jeff.Mlynski@usatf.org">Jeff.Mlynski@usatf.org</a></td>
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### 2013 ASOCIATION “ROOKIE” WORKSHOP

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<thead>
<tr>
<th>Rules</th>
<th>Duffy Mahoney</th>
<th>(317-713-4673)</th>
<th><a href="mailto:Duffy.Mahoney@usatf.org">Duffy.Mahoney@usatf.org</a></th>
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</thead>
<tbody>
<tr>
<td>Sanctions/Calendar</td>
<td>Desiree Friedman</td>
<td>(317-713-4656)</td>
<td><a href="mailto:Desiree.Friedman@usatf.org">Desiree.Friedman@usatf.org</a></td>
</tr>
<tr>
<td>Team Gear</td>
<td>Aron McGuire</td>
<td>(317-713-4692)</td>
<td><a href="mailto:Aron.Mcguire@usatf.org">Aron.Mcguire@usatf.org</a></td>
</tr>
<tr>
<td>Youth Athletes</td>
<td>Arionne Allen</td>
<td>(317-713-4695)</td>
<td><a href="mailto:Arionne.Allen@usatf.org">Arionne.Allen@usatf.org</a></td>
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