



**2012 ATRA Fall Conference Call Minutes,  
7pm MST - November 15, 2012**

**Attendance:** Nancy Hobbs, Adam Chase, Ellen Miller, Rich Bolt, Brandy Erholtz, Eric Black, Andy Ames, Lisa Goldsmith, Bryon Powell

**Finance/Budget 2012-13:** \$44,810 in the bank (3 accounts) According to financials as of 11/9/12 - income is at 106% of projected and expenses are at 82% projected.

**E-Newsletter and E-Blasts:** Nancy continues putting out an excellent newsletter and the group asked about contacting Bernie for some photos. Lisa has 2 books to review on the table: a running protégé's life over coming anorexia and (yet another) dissertation on running mechanics. Lisa's husband Roy, has 'penned' the next (Dec./winter) review of "The Longest Race."

**Sanctioning Criteria:** There has not been much activity, so any ideas for a push on this project are welcome:

- Elliott will improve placement of sanction criteria on website to the top bar.
- Eric suggests a checklist to RD's to make sure all things in place for events
- Maybe ATRA can reach out to very popular races for sanctioning with a travel/expenses paid to a "technician."
- Example of need at *Run Rabbit Run*, a high priority race with elites and prize money, but with horrible course markings and therefore trouble for the runners finding the course!

Race sanctioning/guidelines will be addressed at the May RRCA convention and Nancy was invited to speak about the race standards program from ATRA. **Paint Mines race '12:** Net proceeds is \$2070 vs \$733 in 2011. Huge thanks and impact from Walmart sponsorship. In the end it is decided to forgo this event entirely for the 2013 season as the huge effort to put on the race vs the return is simply no longer worth it.

**PPRA:** We will show \$275 in income as we had fewer entries than expected. However, the exposure for ATRA was good with info in the race packets...It is questionable whether a road event really lures runners to the trail running venues, however, the proximity to Pikes Peak and the fact it is a "mountain" race (\*particularly if the race can get a pass to the top!) is arguably an enticement to check out trail running? Furthermore, a possible association with the TCR series and perhaps the Barr Trail Mountain Race will further the connection...Uphill running lovers (Brandy, Lisa Nano...hope this event continues!!!)

Also, an outreach to get ATRA information into race packets and virtual race packets is worth it; for instance, 459 was spent for printing and inclusion into race packets for Moab race and yielded \$95 worth of new membership.

**Outdoor retailer:** January 2013-not an especially fruitful time for trail running as not really on minds of people attending winter event. Although in past, with excellent placement of booth, the cost of the trip did seem worth it. However, attaining primo spots in the future seems unlikely. Sharing with IMBA possibility?

The August OR show in SLC is the more productive event, though expensive. Eric suggests the KOA in downtown SLC. Also, pairing with Competitor Group (Brian Metzler) is an idea to pursue. Adam has had ATRA interest from running shoe companies as he rotates those booths as the OR. Absolutely seems worth having a presence at the OR.

**Facebook/social media updates:** 2,315 on Facebook page group. Increasing activity all the time. Nancy post 3-4 times per week.

**Membership:** projected # if include renewals is 496 (411 as of 11/2012) we have 44 corporate, 12 race, and 8 club members. The remaining are regular individuals and board members. Question regarding separate invoices for the type of membership resolved by Nancy. Of note is that the increase approved last year for corporate members did not deter a single member!

**Calendar 2013:** 2,625 confirmed dates posted for US & International races for 2013. There was a total of 2,532 in 2011. Growth of races and media is evident with the stats on the calendar. Races typically continue to be added through March.

**Partnerships:** Will have a confirmation from OrthoLite by end of year. Their sponsorship is worth \$6,000 per year. Ideas for other partners are welcome!

**Trail Conference 2013 in Estes Park:** June 20-22, 2013 hosted by Terry Chiplin of Active at Altitude. Terry has invited that this could be a good fit/timing for an ATRA meeting.

**Skyrunning Costa Rica and beyond:** a “pilot program” in Costa Rica with Nancy, Jason Delaney, and Amber Moran was successful. The gist is to inspire RDs to entice elites and recreational runners to attend these International events. There needs to be incentive to the international athletes with travel expenses and home stays. Also, an effort to involve ATRA vs the USATF in the Skyrunning series of events is attractive.

**Mountain Team 2012:** Congrats to Gold Medal Women’s team and 3<sup>rd</sup> place individual Morgan Arritola!  
Reimbursement will reach \$9200 with approximately \$4250 from grants and donations for the 2013 team.

**USATF Annual Meeting:** 11/30-12/2 in Daytona beach will be attended by Nancy, Rich, and Ellen.

**Next Elections:** for board member positions will be October 2013

**Next meeting Date** – February/March 2013? Agreed by board members.

End of conference call approx. 6:50 MST