



**USA Triathlon Race Director Resource Guide Is Here**

Thanks to the dedicated race director family, USA Triathlon is proud to announce the latest and greatest in race directing, the **USA Triathlon Race Director Resource Guide**. This comprehensive list of partners and vendors from the multisport industry will have you well on your way to producing a very successful event in no time. Please go [here](#) and use the username: usatriathlon and the password: rdresourceguide2011.

USA Triathlon updates this guide annually, so if you have had a great experience with a partner or if you are a vendor who would like to be included in the next edition, please email [Kristi Ensign](mailto:kristi@usat.com).

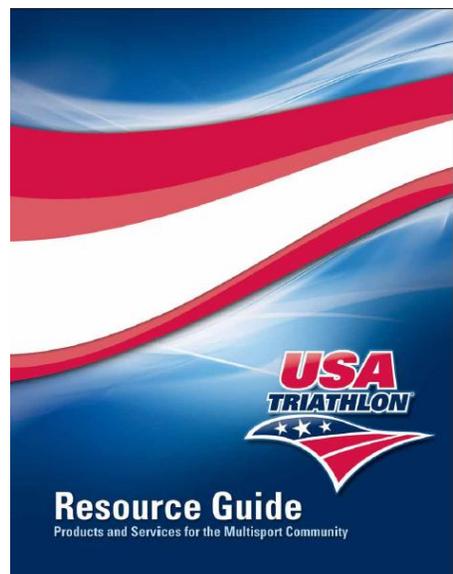
Event Services would also like to invite you to take advantage of these other great programs from USA Triathlon:

**Best Practices Consultancy** - USA Triathlon recognizes its race directors as a powerful resource. In an effort to leverage this resource, USAT is collecting pictures, documents, and suggestions to provide excellent examples to help other race directors improve their events. In addition, a travel program will allow race directors to request on-site consultation from an Event Services staff member at their event.

**Event Directors Insurance Program** - USA Triathlon is happy to announce the availability of a [Business Owner Insurance Policy](#) (password *USATRaceDirector2009*). It can be purchased by sanctioned event directors. The policy's coverage is intended to fill certain exposure 'gaps' not covered by the USAT event liability policy.

**New Race Director On-Boarding** - New race directors will be contacted and given helpful information when sanctioning an event for the first time. Helping new race directors feel welcome in the multisport community and pointing them in the right direction continues to be a priority for the Event Services team.

**Social Networking** - Please join the [USA Triathlon Race Directors Google Group](#), designed specifically for multisport race directors. This group provides the opportunity to network with race directors across the country, ask peers for advice, and to brainstorm ideas to improve



your event.

**Timing Certification** - Timing companies can now apply to become certified by USAT. They will receive a certified logo and will be listed in USAT's directory for race directors to search from. To be certified, a timing company must submit results according to USAT requirements, thus speeding up the rankings process and easing the burden on race directors.

For more information on any of these programs, please email USA Triathlon [Event Services](#).

### Important Deadlines and Updates in Sanctioning for 2011

Happy New Year from the USA Triathlon Operations staff! From the number of events already submitted for sanctioning in 2011, it is bound to be a great season. Just as a reminder, events are reviewed in chronological order by race start date. It is our goal to contact race directors about their sanction applications 6-8 weeks prior to their race day throughout the 2011 season. To help us stay ahead of the curve and to avoid late fees, please remember to turn in your sanction application at least 60 days prior to the race start date.

For the most up-to-date information, please check out the [USA Triathlon sanction information website](#) for 2011 Sanction Policies. Please do not hesitate to [contact us](#) if you have questions about the sanctioning process. In addition, **all outstanding post race payments need to be sent to USA Triathlon by January 15**. USA Triathlon will not review any new applications until all outstanding items are paid in full. Please direct all payment or balance inquiries to [Sean Berkery](#).

Please view [the rankings site](#) for the latest listing of processed results. If you do not see an event's rankings posted, please contact: [rankings@usatriathlon.org](mailto:rankings@usatriathlon.org) right away. **In order to be included in the 2010 rankings, all results must be in by January 15**. Anything received after that date will not be included in the Official 2010 USA Triathlon Rankings.

### New USA Triathlon Member Program

Imagine a first-time athlete crossing your event's finish line. His or her heart is pounding, the athlete's legs weary, and he or she is, for the first time in his or her life, a triathlete. The athlete raises their hands in triumph and beams with excitement. He or she calls family and friends to share this joy and even post an update on their favorite social media site. Soon, the athlete places this amazing feat and feeling of accomplishment on the back burner and go on with his or her life. So, what happens next year? Will the athlete sign up for your race again? Does he or she turn this one-day membership into an annual USA Triathlon Membership? Perhaps if USA Triathlon and race directors work together, these new triathletes will feel that excitement for triathlon year round. USA Triathlon would like to invite you to join **USA Triathlon Member Connect**, a new program that allows efficient communication with athletes when the excitement is high, to highlight the benefits of a USA Triathlon annual membership and how easy it is to sign up for your race next year. What's in it for you?



- Easier registration process for you and the athletes

- A higher growth rate for your events
- A greener race with less paperwork

For more information about this program and to sign up for the pledge, please contact Acquisition and Retention Coordinator [Jayla Peterson](#).

### 2011 Race Director Symposium Going On Now

The [2011 USA Triathlon Race Director Symposium](#) begins today with the largest attendance in history. Networking, vendors connections, and outstanding speakers are just some of the great happenings at the

2011 Symposium. Stay tuned in February for a wrap up of this great event. USA Triathlon Event Services team thanks you

for your dedication to the sport of triathlon.

### New Race Director Certification Classes Announced for 2011

This is a reminder that registration is opening for several 2011 RD Certification course offerings.

[Registration for Colorado Springs](#) - February 25-26, 2011 is open and filling fast.

NEW - [Registration for Baltimore](#) - March 25-26, 2011 will open at **10a.m. Mountain time on Thursday, January 20, 2011.**

[Registration for Kansas City](#) - April 15-16, 2011 is now open and filling fast.

[Registration for Orlando](#) - May 6-7, 2011 will open at **10 a.m. Mountain time on Tuesday, January 25, 2011.**

Information on all RD Certification classes, as well as prerequisites can be found online [here](#). The cost for each class is \$425 and includes all course materials.

Contact [Liz Tucker](#) with questions.

### Green Tip of the Month

#### FITPLANET - GREEN TIP OF THE MONTH

##### When do you start greening your race?

The answer, of course, is "today." You need to get a jump on your sponsors, athletes, and municipality because before long they all will be making demands. Ideally, planning begins before registration opens so you can maximize communications with participants and volunteers. But whenever you start, the important thing is that you make sustainability integral to the event. Once you're on the path, you will begin to see each aspect of your event through a "sustainability lens," with an eye to reducing your waste, carbon, water, and transportation footprints. Sustainability typically translates into greater efficiency, which often translates into cost savings. It can also lead to new revenue through Sustainability Sponsorships.



*For help with getting your sustainability plans off the ground, including taking the FitPlanet Pledge of*

Sustainability, contact Bruce Rayner, Chief Green Officer, Athletes for a Fit Planet at [bruce@afitplanet.com](mailto:bruce@afitplanet.com) and on the web at [www.afitplanet.com](http://www.afitplanet.com).

USA Triathlon Life

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ADVERTISING YOUR RACE IN  
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