

WINTER PROJECTS

Some of you may wonder what Race Directors do during the winter months? Well I can share a little insight:

- Research and explore what is working for other Race Directors. Some of that research is hands on volunteering at an event, or getting online and seeing what perhaps would work for my events.
- Price Quotes - We strive to keep our events affordable. So we're constantly receiving updated quotes for shirts, awards, equipment etc...
- Sponsor recruitment is big in the winter. Many companies start their giving and marketing year in the first quarter, so this is a good time to seek out those partnership dollars.
- Buy a few big items that can be used throughout the season. The Big Arch (see page 1) was my big purchase this year. For a small business, this was a big purchase. I plan for branding to go a long way.
- Advertise - yep, we want you to sign up and register for our events - so the increase in 'specials' throughout the season are offered.

WE NEED FEEDBACK

I'm stumped and need some feedback:

1. What's your favorite swag?
 2. Best Age Group Award?
 3. Best Overall Winner Award?
- email me with your answers

trudywakeman@gmail.com

UPCOMING CALENDAR

Friday, March 4

Big City Bash - CASA

Fundraiser

www.casamchenrycounty.org

APRIL 1

Order your MCCRIDE jersey for the upcoming McHenry County Ride

Sunday, May 29

McHenry County Century Ride

Sunday, June 12

Fox Lake Sprint Triathlon

Sunday, June 26

McHenry County Patriot Run

5K

Twin Lake Triathlon (Tri County Tri Series event)

CONTINUED SUCCESS - Winter Triathlon Workshop



Our Group



Our Instructors - Ryan, Denise, Trudy, & Jen