

## ***2016 USATF Annual Convention Orlando, Florida***

### **Master LDR Growth Initiative**

#### **2016 Accomplishments and 2017 Goals**

##### **2016 Accomplishments:**

- 7% increase 2015. Masters LDR and Cross Country down 1.9%.
- Masters LDR National Championship up 8%.
- 2016 Elite Performance medals were redesigned at a higher quality and provided to all participants over 80% at National Master Championship LDR Events.
- Masters LDR employee/consultant interacted with USATF Events and the Media Staff. All provided support to Associations regarding the ***Master LDR Growth Initiative***.
- Pre-race coverage of National Master Events increased through USATF News and [www.Runningprof.com](http://www.Runningprof.com) and post-race coverage through outlets plus ***National Master New***.

##### **2017 Challenges:**

- Bidders for races are under financial pressures and difficult to attract bidders.
- Bidding documents are 45 pages too long. Complex to read and understand.
  - Hurt by personal changes at Competitor Group and Indy Monumental Marathon.
  - Many Associations are very complacent about change.

##### **2017 Goals:**

- Work with USATF Staff Bidding Process.
- Look at the online process to what RRCA does for its championships.
- Diverse geographically Moving up stream for 2017-2020.
- Provide support for Associations to help grow their master LDR membership.
- Improving coordination and participation with local clubs.
- Promote the National Master Events.

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***USATF-Ohio Membership, Club and Sanctions***