

RunLawrence Club Meeting Minutes

Sun, May 1st, 2021

(pending approval)

Meeting held at South Park.

Present: Gene Wee, Dee Boeck, Don Cackler, Lori Cackler, Jackie Wilson, Bill Reetz, Judi Harris, Molly Wood, Becky McClure, Dick Lipsey, Kristen Wiens, Brenda Groskinsky.

The March minutes were reviewed. It was pointed out that Kristen not Kara attended the RRCA convention. Then, unanimously approved.

Treasury Report (March/April)

- Expenses include Marathon Club donations and RRCA costs. Income has come in from memberships and donations.

May 4 Pat Grzenda Tri

- Denise shared information about the above event for adaptive PE students around Lawrence. She requested presence of runLawrence representatives for the luncheon, where the intention is to show recognition of the club's contribution to the schools. Gene is to attend earlier with runLawrence start/finish signage.
- Jackie agreed to accompany Gene to luncheon.

RRCA Convention Report

- Jackie and Kristen delivered a report (printed copy wasn't available at meeting, but available below). RRCA have also advised that full copies of each presentation will soon be made available and can then be shared.
- Key points of interest were tips on how to communicate online, a potential scheme for recycling old running shoes and a case study for engaging young runners (RBO – Running for Better Oakland).
- A local group of high school runners was discussed. The group meets at Munchers throughout the summer at 7am and possible club recruitment was considered. Bill and Judi suggested contacting Steve Heffernan for further details.

Runner Safety Refresher

- Brenda shared some techniques for fending off potential attackers. One to use the side of the foot to break an attacker's knee and then to utilise the break in a grip to get free on the arm and via an attack from behind.
- Brenda to share more techniques at future meetings.

T- Day 5K

- Dee confirmed that this year's event would take place at Woodlawn School.
- Dee presented locally produced, environmentally friendly swag item, this being a limited edition bespoke candle made by Waxman. This candle has been designed specifically for the event and will be wrapped with a small printed paper message. All members present were impressed with the item and the ethos behind giving an item such as this.
- The question of some participants being disappointed at lack of a shirt was discussed, but it was felt that the positive messages of the candle would offset this.

- Jackie, Kristen and Judi to consider wording for the paper insert.

Summer Running Plans

- Dee, Jackie and Kristen will be running the KC Mother's Day 5K in Corporate Woods.

Other business

- Dick shared a fascinating newspaper article from 1972 featuring '*fresh faced, long tressed blonde, Cheryl Bridges*' – who along with being pretty, ran a 2:55 marathon. (Cheryl later went on to give birth to Olympic silver medal winner and record setter, Shalane Flanagan – a fact that no one at the meeting guessed.)
- Connection possibility with Gold Medal BBQ was suggested by Bill and Judi.

Meeting adjourned at 5:15pm. Next meeting is scheduled for 5th June, at 4pm, South Park.

Submitted by Jackie Wilson (secretary).

The 64th RRCA National Convention, March 17 – 19th Orlando, Florida Summary Report

Attended for runLawrence by: Jackie Wilson & Kristen Wiens

Overall: The convention was well attended, but this was still considerably less than previous years. Attendees were diverse, from organisations like the Rock & Roll series to smaller clubs, race organisers and coaches. runLawrence was probably the smallest organisation present.

Day 1.

Session	Attended by	Summary
RRCA Insurance Program + Risk Management General Session	JW & KW	Long talk by the RRCA insurance providers on the key issues driving insurance. It was confirmed there would be no price increase on the previous year. Interesting point that a key source of claims has been injury due to equipment falling over!
Why Your Marketing isn't Working and How to Fix It	JW	Key point was that in communications, clubs can make themselves the hero – thus all information is about the club itself. Message of this speech was that the customer is HERO, and the club is GUIDE – thus all messages must be about what the club can do for the person. All websites need a constant CALL TO ACTION – sign up button should be on every page. And it should be obvious what the club can do for its members. Recommends a lead generator – i.e., a downloadable PDF on something useful and interesting as a source of gathering emails. This should be followed by a nurture campaign of 5 – 7 points of contact.
Re-Engaging your Club and Community Post 20/21	KW	Key points: <ul style="list-style-type: none"> • Weekly president's message

		<ul style="list-style-type: none"> • FB live – online presence 2x/day • Relays with beer and pizza • 4 fun runs a year • Every Sat/Sun meet at a specific restaurant. Make deal for food • Advertise on Instagram, Twitter and FB • Have a different person for each platform • Advertise local meet ups • Link monthly newsletter on social media • Runner of the month, pic, and write-up • Encourage people to share stories • Membership drives twice a year • High school and community college service hours for volunteering • Raffle swag at events
GUEST: Marko Cheseto (in place of Alexi Pappas)	JW & KW	Engaging and funny speaker, double amputee. Key message: 'Anyone can run.'
Using Major Events to Grow Your Club	JW	This session was run by the Rock & Roll run clubs. They were encouraging sign up as a club to their program https://www.runrocknroll.com/run-clubs Promoting the power of suggestion. Maximising key moments, like opening of race entry. Training t shirts. Creation of FOMO (fear of missing out).
How to Optimise Performance with Personalised Nutrition	JW & KW	A company promoting their service to test blood for micro markers to optimise performance (not really relevant for a club).

Day 2

Session	Attended by	Summary
RRCA Awards	JW & KW	
GUEST: Mikah Meyer	JW & KW	'An inclusive journey through America's entire National Park System. Talk highlighted diversity issues. Developed the Outdoor Safe Space logo/sticker. (Included a discussion session on diversity/inclusion).
Marketing and Growing your Training and Coaching Programs	JW	This session was primarily geared up for coaches and used the speaker's business as an example (resoluterunning.com). Key message was to be very clear about who you are. BRAND acronym: Blueprint, Relationship, Agreement, Nurture, Distinctive

Other: Sneakers for Good Program, collection of used trainers in bags of 15-20 pairs to raise money for clubs and get shoes to micro enterprises in 27 developing countries. See sneakersforfunds.com

Summary and Feedback for Future Attendees: A very good organisation and event, but it doesn't seem to be set up for new attendees. (Better if you know or are with someone who is already connected). A great opportunity to network and see how other clubs operate and to get a wider lens on the running world. Whilst we met lots of people, there wasn't a delegate list or sharing of contact details. This had to be sought proactively. Due to sponsors (medal and shirt suppliers), there wasn't much presence of environmentally friendly race materials. In conclusion, a great event, but runLawrence needs to go into it with clearer objectives and maybe to find a way to elevate our own event and related challenges.