

2017 Iowa Association Officers/Chairs Workshop
Sunday, November 5 2017
Mid-Iowa Council, Boy Scouts Center, Des Moines, Iowa

Attendees: Larry Bednar, Steve Bobenhouse, Janelle Coil, Ryan Elsbrnd, Emily Hansen, Dan Hostager, Duff McFadden, Jeff Richards, Scott Tjeerdsma, Jim Walczyk

In Absentia: Curt Broek, Lynn Lindaman, Eric Pingel, Mark Smith, Ryan Vogt, Marek Wensel

Guest: Al Geiger, Tim Sweet

Booth at Iowa HS State Meet

The idea would be to have a booth/tent at the Iowa Boys/Girls HS meet to market/promote USATF and the USATF Championship Meets.

Last year Jim received an email from USATF National Office that they might be willing to partner with associations in an endeavor to market USATF at state meets. Hopefully that will be a partnership they are still interested in.

Emily would be willing to coordinate a booth. We could get USATF board/chair, youth coaches, and parents involved.

We would need to check with Jared Chizek of the boys HS Association to find out what we need to do. Jeff Richards is willing to talk to Jared.

We should also look to do the same at the middle school state meet. Scott Tjeerdsma will find out what needs to be done for that.

We also should look (for future opportunities) to see if we could get in on the IATC/IATO clinic that is held every December. Contacts would be IATO or Championship Productions. Jim Walczyk will look into this.

We need to promote all areas, T&F, XC, youth, open, and masters.

Take aways:

- Jeff Richards talk to Jared Chizek about booth/tent at HS meet
- Emily Hansen coordinate manning of booth
- Scott Tjeerdsma check into similar action at JH meet(s)
- Jim Walczyk talk to IATO/Championship Productions for future participation.

Officials – Recruiting/Training/Membership

How do we attract new officials? Once we have them, how do we train them?

Jim is working on a program with Curt Broek in trying to contact all of the universities/colleges in the state of Iowa and recruit the ex-track athletes from those schools. If we can get addresses for 1000 athletes and just get 100 (10%) to become officials, that's a great start. We can continue from there. Approaching the coaches is key. Athletes listen to their coaches.

We can all help when we are at meets. HS meets, JH meets, Middle School meets are all good places to recruit officials from. If you're working with someone who enjoys it, recruit.

USATF association and regional meets are great places to start for parents and young adults. It just so happens that we are host to the Region 8 meet in 2018 and will need a lot of help.

Currently we have had training sessions at Drake and at University of Iowa. It would be good to continue to have these training sessions and add a session in the northwest area and northeast area of the state, giving us training in all areas of the state so that officials did not have to travel too far for training.

We could utilize existing official for training.

We would like to place new officials with a “mentor”, and established, seasoned official to help them learn the ropes. This would occur at various meets.

A key would be to get the schools to buy into much of this as our partners, which should be easy as they will be big beneficiaries of the program.

Take aways:

- Curt and Jim will work to recruit the ex-college athletes
- Everybody can recruit officials
- Curt and Jim will work on training

Individuals Updates

Duff McFadden – Communication Chair

Newsletter – Duff created a great newsletter for the spring early summer. He passed it around for everyone to see. He will create a fall one. His plan is to create these at least 4 times a year. He would like the board/officers, coaches, etc to provide content for him.

Duff should be able to provide newsletter links to our facebook and twitter, the IATC/IATO sites. Where else?

He needs a newsletter tab on the website – or maybe a “media” tab.

Duff needs access to the website.

Duff would be willing to help USATF or individual clubs promote whatever was necessary. If there was a club that wanted something in a local paper, he could help promote that. He has a ton of experience and loves doing that work.

Take aways:

- Eric will get Duff access to the USATF-Iowa website
- Jim or Eric will get a Newsletter/Media tab on the website
- Jim will let the clubs know of Duff’s ability to help with communications

Ryan Elsbrnd – Open Athlete Chair

Ryan’s ultimate goal is to see if it would be possible to host all-comers meets during the summer. There are a lot of college athletes that get out of school (or are even still in school), HS athletes that have graduated – in other words, athletes that are not too far from just being done with their peak of competition. Throw into the mix the group of masters that we have and it should be a feasible plan. It’s a future plan though, with steps to get there.

Ryan is going to talk to some of the other associations that currently have such programs or some kind of program and see what they are doing, how they are doing it, etc.

Ryan will contact clubs around the state that have “open” as part of their designation.

In the interim, we will try to encourage youth meets to incorporate open and master events in their development meets.

Take aways:

- Ryan will contact other associations
- Ryan will contact Iowa “open” clubs
- Scott will keep open and master athletes in the minds of youth club meet directors
- We need to find a good way for communication and marketing

Larry Bednar – Masters Communication Chair

Larry wanted to remind everyone that we need to keep all levels in mind when doing things if it can pertain to all levels – youth, open and masters. The more we can incorporate, the stronger we can be.

Jeff Richards - Rules Chair

Rules have all been submitted to be discussed at the National Annual meeting 11/30 – 12/3. Jeff will be in attendance for meetings on rules and officials.

Dan Hostager – Long Distance Running Chair

Dan is looking at making one of the Drake road races or even the general 1 mile run as a championship race in 2018.

Emily Hansen – Membership Chair

Emily is considering having all new memberships submit birth certificates for her review. She will discuss it in the clubs workshop in the afternoon.

Seann DeMaris – Ames CVB Discuss 2019 Masters Meet

Seann DeMaris and Megan Filipi of the Ames CVB joined the meeting to talk to the group about the 2019 USATF Masters National Championship meet that we will be co-hosting. They wanted to talk about needs, concerns, etc. There will be many meetings throughout the next 2 years as we work together to plan this.

Take aways:

- 2018 meet will be in Spokane the week of July 26. There will be a group that will go out to preview.
- 2019 meet is tentatively the first week of August, but could be mid July
- We’re going to really need to figure out officials

Misc

- Jim would like to expand the Iowa Association Annual Meeting in 2018. Currently it’s the 4 officers and a few chairs that meet and talk about the current year and the coming year. Would like to have it more “festive” with athletes of the year. We could have a nomination and voting process on line.
- When creating the Region 8 Passport for 2018, make sure that “no rubber discus” is included.
- There were several items listed for topics/thoughts for discussion that we did not get to. (the list follows these minutes). These are things we need to continue to look at.
- We did not identify a method of continuing discussions. I will address that in an email.

