



2010 RRCA STATE MEETING Oakland Running Festival Expo



Dear Officers of RRCA & PAUSATF Running Clubs, & Friends of Running in California:

The 2010 RRCA state meeting is open to all and will be hosted by George Rehmet and Simone Adair (RRCA State Representatives for California), the Lake Merritt Joggers & Striders and the East Bay Front Runners, the official RRCA host running clubs of the Oakland Running Festival. The meeting will take place at 2:30 PM, on Saturday, March 27, 2010 at the Oakland Running Festival's Health and Fitness Expo, located at Oakland Marriott City Center. This meeting is free, and we hope that you or a club representative will attend.

Agenda

Introductions

Quick Info on the 2010 RRCA National Convention in Lakeland, FL

Ideas for Growing Your Membership – Len Goldman, President of LMJS

Participants should be prepared to provide one idea that has worked for their club.

Marketing – Wayne Ventus, President of the East Bay Front Runners & Walkers

EBFRW's membership has almost tripled in the past seven years to over 100. We'll talk about how we've used marketing techniques from word-of-mouth to social networking to achieve this growth.

RRCA Insurance

Protect your club/event. An overview of RRCA insurance and common mistakes.

Open Forum on Issues/Questions

Special Guest Speaker Verity Tolhurst-Breen

Verity is a four-time Australian Representative and has won multiple Queensland State Marathon titles as well as being the Australian Marathon Champion in 2003 and holding the Australian 50K title for 2009. Verity shares her personal evolution to date, and the vicissitudes of distance running and the challenges on the path to that elite bib number.

The Oakland Running Festival will also have a 4 person relay, a flat and fast half marathon, and a twilight 5K.

The \$5 discount code is "LeMbJfS" (it is case sensitive). Information can be found at www.oaklandmarathon.com. Please RSVP to easterncalifornia@rrca.org We look forward to seeing you in Oakland!

Free Promotion for Your Club/Event

The Oakland Marathon's prerace expo (3/27) will have booths manned by the RRCA State Representatives. We will be glad to display flyers for your club/event(s). Materials for the Oakland Marathon need to be received by 3/26. See addresses below.

Sincerely,

George Rehmet

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