

Planning Area:	Communications
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Goal #1	Optimize PAUSATF web site
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Measures of Success of Goal:

Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
<p>1. Finalize the new PA/USATF website using a wordpress.com platform. It will include the following components most of which were listed as objectives in the 7/12/2013 Strategic Plan.</p> <ul style="list-style-type: none"> • Interactive calendar for PA wide community events in our focus area (community, college, HS, youth) ... public / media focus • Online registration consistent across all sports disciplines; officials, clinics, events ... etc. • Website Analytics • Search Engine Optimization (SEO) • Provision of space for ads and sponsor logos/links (these will be determined by the Marketing Committee) <p>2. Transition pausatf.org material to the new site.</p> <p>3. Move content management into the hands of each sport committee.</p> <p>4. Keep current site as archive until all of the material can be moved to the new site.</p>	<p>Cynci Calvin, pausatf.org content manager</p> <p>Alia Gray (the elite athlete commissioned to develop the new Word Press CMS based website)</p> <p>Thomas Vincent works with Alia on the technical aspects of the new web site.</p> <p>Thom Trimble (long time pausatf.org developer and webmaster), Jeff Teeters co-pausatf.org developer</p> <p>Communications Committee</p> <p>Marketing Committee: John Rembao, Sean Roland</p> <p>New volunteers to assist with content management, including representatives from each sport committee.</p>	<p>March 19 – July 31, 2014: Ongoing website reviews and refinements of layouts.</p> <p>August 1, 2014: the new website is ready for migration of material essential for 2014 functionality.</p> <p>September 1, 2014: the new website, currently in development, is launched as the official pausatf.org website.</p> <p>September 1, 2014: a plan is prepared for educating Sport Committee representatives about updating their website pages.</p>	<p><i>Assumptions:</i></p> <ul style="list-style-type: none"> • The website will be ready to launch Sept. 1. • Sport Committee representatives and new volunteers will be available to learn about and participate in website updates. <p><i>Measures of Success:</i></p> <ul style="list-style-type: none"> • Analytics will show a steady increase in website traffic, less downtime. These will be reported at BoA meetings. • Positive reactions about website functionality.

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Goal #2	More media coverage of PA events and athletes. Specific national events to target: 2014 USOC National Paralympic TF Championships, June 20-22; 2014 National Outdoor TF Championships, June 26-29; 2015 National XC Championships. Consider PA Championships as well (youth, masters, ldr, racewalk, ultra).
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Measures of Success of Goal:

Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
<ol style="list-style-type: none"> 1. Identify writing/photography/publicity team 2. Writing/photography/publicity team generates press releases, human interest stories, and photos about the events (and PAUSATF athletes competing in the events) for distribution to media and posting on PAUSATF web site and Facebook page 3. Athletes competing in the events generate Facebook and social media outreach. 4. Develop a program with a coordinator (who is possibly paid small stipend) to attract younger aspiring writers to write/blog about athletes and events. 5. See about getting Jim Hume a photo clearance to shoot photos at national Outdoor TF Championships. 6. Start a photo archive of PA/USATF athletes. 7. Per Irene Herman’s request, establish a webpage within the pausatf.org site for the 2015 XC Championships. 	<p>Fred Baer, Charles Sheppard, John Mansoor, Cynci Calvin, George Rehmet, Charlie Sheppard, Sonny Maynard, Dave Shrock, Mark Winitz</p>	<p>March 24, 2014: begin outreach for writers, photographers, PR team members, and coordinator for finding and supervising young writers.</p> <p>June 1, 2014: Writing/photography/publicity team in place.</p> <p>Date tba: Jim Hume to apply for photographer credentials as soon as credentials applications become available.</p>	<p><i>Assumption:</i> We will be able to recruit <i>volunteer</i> writers, photographers, publicists</p> <p><i>Assumption:</i> We can find a mentor to coordinate young, aspiring writers</p> <p><i>Assumption:</i> Funds to hire the above will be available if we can’t find volunteers.</p> <p><i>Measures of success:</i></p> <p>A post-event media report will show many print and electronic media stories about these events. Facebook page will show increased activity.</p> <p>Jim Hume is able to provide photos to accompany articles.</p>

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Goal #3	Improve, refine, and enhance the PAUSATF – <i>California Track & Running News</i> business relationship and the value of <i>CTRN</i> for PAUSATF members and events
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Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
<p>1. Follow up on action items established by CTRN Subcommittee Oct. 2, 2013</p> <p>From CTRN:</p> <ul style="list-style-type: none"> • Set up new publication schedule with quarterly print magazines and interim electronic magazines. • Set up new layout for print issues, based on age categories. • Provide the PA an advance schedule of deadlines for both ads and editorial <p>From PA/USATF:</p> <ul style="list-style-type: none"> • Create a CTRN page for pausatf.org. It can be linked from an icon on the pausatf.org front page and will have links to CTRN information (ad specs, deadlines, etc.), and a Google Doc and a Google Calendar for editorial submissions. • Ongoing marketing/communications collaboration, especially as the new pausatf.org website goes live. • Promotions for new events like the US National Outdoor T&F Championships (2014). • Consider increasing a pausatf budget item for paid writers. 	<p>Cynci Calvin, Mark Winitz, CTRN Editor Christine Johnson</p>	<p>March 24, 2014: Email communication with Christine Johnson to be initiated by Cynci Calvin</p> <p>April 15, 2014: pausatf.org website is updated with items listed in action items.</p> <p>Report to the Board of Athletics at the September, 2014 meeting.</p>	<p><i>Assumptions:</i></p> <ul style="list-style-type: none"> • CTRN is still being published • The action items determined last October are still viable. <p><i>Measures of success:</i></p> <ul style="list-style-type: none"> • Report from Christine Johnson explains progress with action items. • PAUSATF members react positively to CTRN changes. • Increased PA/USATF membership.

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Goal #4	PA/USATF Emailed Newsletters
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Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
1) Encourage different Sports Committees to produce eNewsletters for their constituents. 2) Produce quarterly eNewsletters each year that have an overview of key activities throughout the Pacific Association. 3) Have a website page dedicated to the posting of these eNewsletters	Cynci Calvin, Mark Winitz, Dave Shrock, PA/USATF Sports Committees Communication Committee Reps.	July 15, 2014: outreach to PA for volunteers January, 2015: first eNewsletters produced.	<i>Assumptions:</i> <ul style="list-style-type: none"> Volunteers can be found who are willing to produce these eNewsletters. <i>Measures of success:</i> <ul style="list-style-type: none"> High open rates, click throughs and forwards of the eNewsletters Increased PA/USATF membership.

Goal #5	Multi-Year Membership “Time to Renew” Emailed Notices
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Strategic Objectives/Activities	Responsible Parties	Benchmarks	Key Assumptions & Measures of Success
Have membership renewal reminders sent to PA/USATF members with multi-year memberships that are about to expire. (<i>note: Don Porteous and Frank Ruona suggested all members receive renewal reminders</i>). Define and establish a grace period for these members to renew. Encourage the National office staff to take this project on for all USATF members.	Cynci Calvin, Irene Herman, Dave Shrock	March 26, 2014: Have Com Com members vote on this proposal by email voting process. <i>If approved</i> , continue with the following: October 10, 2014: Have Irene Herman provide emails of members with multi-year memberships that are about to expire. November 10, 2014: first send of email reminders to renew.	<i>Assumptions:</i> <ul style="list-style-type: none"> Volunteers are available to format and send the emails. <i>Measures of success:</i> <ul style="list-style-type: none"> High open rates of the emailed eNewsletters No “I forgot to renew” complaints/problems.



Board of Athletics—Compiled Committee Reports ***March 18, 2014—Compiled by Association Secretary J.R. Heberle***

Para Athletics Committee

George Rehmet (georgerehmet@yahoo.com)

US Paralympics National Track and Field Championships:

- Meeting held with Cathy Sellers of USOC on 3/11. Many details worked out. Next meeting on 4/21.
- George Rehmet talked with College of San Mateo Chancellor Ron Galatoto who is very pleased to have the college be the site of event.
- Sonny Maynard and Charlie Sheppard are recruiting local officials. 5 officials from Southern CA will come up who have experience with athletes with disabilities.
- George Rehmet and Sharon Kelleher are working on online volunteer sign-ups.

Para LDR:

- Marin Memorial 10K will provide free entries to runners with disabilities who contact George Rehmet at georgerehmet@yahoo.com at least a couple weeks before the event.
- Humboldt 1/2 marathon and Brisbane 5K have been contacted for physically challenged divisions.

Masters Track and Field Committee

Joseph Ols (josephols@verizon.net)

We have scheduled & announced the MTF Championships for June 14th at College of San Mateo. However, we do not yet have a Meet Director. We have scheduled & announced MTF Decathlon Championships for Sept 13-14.

We have scheduled & NOT YET announced MTF Icosathlon (Double Decathlon) for Aug 16-17. This will be IAUM (Int'l. Assoc. of Ultra Multievents) Americas Championships for North/Central/South America. USATF Pacific would have no legal liability and no responsibilities...in theory, all the "glory". However, a problem with the venue (cannot host 2 of 20 events) has put this on hold for the moment—trying to find another venue to host the missing 2 (or all 20).

USATF Masters Indoor Championships was March 14-16 with many PA athletes doing well (e.g. 4 WR + 1 AR for 2 PA athletes at [http://www.usatf.org/News/0-\(30\).aspx](http://www.usatf.org/News/0-(30).aspx)).

More on PA athletes (and two other Western Region athletes) at: [http://www.usatf.org/News/1100-\(13\).aspx](http://www.usatf.org/News/1100-(13).aspx)

We attempted to arrange a PA MTF Winter Championships, but could not this year.

LDR Committee

Tom Bernhard (tlbernhard2@gmail.com)

Road GP

- Two races completed (NorCal 10 Mile & ATB 12K)
- 1 open protest from NorCal 10 Mile
- 2014 Road GP schedule finalized - <http://www.pausatf.org/data/2014/RRSchedule2014.html>

XC GP

- 2014 Road GP schedule finalized - <http://www.pausatf.org/data/2014/xcschedule2014.html>

Ultra GP

- Two races completed (Jed Smith 50K & Way Too Cool 50K)
- 2014 Ultra GP schedule finalized - <http://www.pausatf.org/data/2014/mutsched14.html>

LDR Banquet

- Banquet was held on 2/16 in San Francisco - hosted by the LDR Committee (no club volunteered)
- Jon Olsen, 2013 USATF Male Ultra Runner of the Year - guest speaker
- 85 awards given out
- Runners of the Year:
 - Road – Kim Conley & Brian Pilcher
 - XC – Jenny Bergren & Iain Mickle
 - Ultra – Rory Bosio & Jon Olsen
 - Lifetime Service Award – Mark Winitz
 - Club of the Year – Impala RT

2014 AADP

- Criteria for Road GP chosen – top Purdy-Garner score through the first 3 races of each series, long/short
- Eligible races:
 - Short
 - 7/4 USA 10K - Peachtree
 - 9/21 USA 5K – CVS
 - Long
 - 7/26 USA 7 Mile – Bix 7
 - 9/1 USA 20K – New Haven
 - 10/5 USA Marathon – Twin Cities

LDR Committee Chairs:

- Sarah Broyles, XC co-chair, has left CA - will be replaced if appropriate volunteer found

Race Walk Committee

Jon Price (jprice@unr.edu)

The results of the first Grand Prix race walks of the season and the schedule for the remainder of the season, through October, have been posted on the website. Clinics in Sacramento, Fresno, and San Mateo attracted several new apprentice judges.

Officials Committee

Mike Bower (mike.pausatf@gmail.com)

- 1) 51 new officials based on attendance of our scheduled clinics.
- 2) S. Connors will be offering 1 1/2 hr. mini-clinics for coaches and volunteers to cover proper scoring, proper measuring, safety & clerking. One in the works at Serra H.S. and a potential one in the Sacramento area.
- 3) USA Outdoor Championships (June 25-29) & Golden West (June 28) to be both held at Sacramento State. John Murray is looking for volunteers for both. Interested? Contact jmurray@surewest.net.
- 4) Officials Executive Committee to review Officials Committee Operating Procedures for changes/updates (effort led by G. Kleeman)
- 5) Looking into the updating of the info on Officials section of the PAUSATF website.
- 6) Sonny Maynard is looking for officials for the Association Open Champs at San Mateo on Sunday, 1 June:

sonny22@att.net

While Dave Shrock is looking for officials for the Association Master's Champs also at San Mateo on Saturday, 14 June: coachshrock@gmail.com

Membership Report

Irene Herman (iherman49@yahoo.com)

Membership as of 18-Mar-14

Total	6836		
Adult Athletes	1979	Coaches	342
Racewalking	97	Level I	251
40 & Older TF	1612	Level II	73
T&F 19-39 yrs.	866	Level III	15
MUT-Ultra	1019	Fundamental	12
LDR	1494		
Cross Country	1323	Officials	343
Youth 3-18 yrs	1706	Apprentice	45
RW youth	71	Association	178
TF	1517	National	48
XC	646	Master	65
Para Ath. Adult	5		
Para Ath. Youth	0		
Other, Fan, Parent	279		

Coaches Committee

Dave Shrock (coachshrock@gmail.com)

The Coaches Committee has just concluded its **two annual Level 1 Schools** with 121 coaches undergoing the 21 hour Level 1 curriculum this past winter (*41 at Sacramento City College in mid-December, and 80 at Chabot College mid-January*) Five Association coaches took advantage of the eight Level 1 full scholarships available. There are plans for the Level 1 curriculum to be revised this summer and then published by Human Kinetics for use in the Level 1 School and available for sale . There is still no determination on where the Level 2 Schools will be this summer. Updates will be posted on the Assoc. website.

The **5th Annual West Coast SuperClinic** was held once again at Sacramento City College, with over 300 coaches listening to iconic coaches such as Sprint coach Tom Tellez, Jumps Coach Boo Schexnayder, and endurance coaches Peter Thompson, Walt Lange.

Annual Coaches Committee Meeting: Was held at the West Coast SuperClinic with topics such as impending HS and NCAA rule changes and the designation of part-time coaches as independent contractors responsible for their own insurance.

2013 PA Legacy Coach Award Recipients

The Legacy Coach Award has been initiated by the Pacific Association's Coaches Committee in recognition of the many influential coaches who have served in our association, and have selflessly strengthened our sport(s) through teaching, mentoring, and promoting our profession. Criterion is weighted heavily on coaches who were not only great coaches, but who also inspired and trained/mentored many of us to become coaches ourselves. Previous recipients are: Jim Hunt (Humboldt State), Jim Santos (Hayward State), Bud Winter (San José State), Margaret Dixon (Oakland PAL), and Walt Lange, (Jesuit HS).

Kirk Freitas (Chico State)



One of the most beloved coaches in the history of Chico State athletics, men's track and field coach Kirk Freitas oversaw Chico State's men's and women's track and field programs for 33 years from 1979 to 1998. The results were astounding. The men's track and field team has won nine consecutive California Collegiate Athletic Association titles and has been ranked in the top 30 nationally each of the last 11 seasons, including four consecutive top-10 finishes from 2007 to 2010. He's coached 64 individual CCAA champions, 47 All-Americans and six NCAA champions during that time.

Throughout his tenure he has taught, trained, mentored and most importantly, genuinely cared for the student-athletes who chose Chico State. His network of alumni, friends and colleagues know he poured his heart and soul into this program. His legacy reaches beyond the student-athletes he coached to colleagues within and outside the Acker hallways. "Freit" also coached and mentored many of California's top coaches who include Oliver Hanf - Butte JC, and now Head Men's Coach at Chico State, Gary Towne - Head XC/Asst. Track Chico State,

Rob Dewar - former assistant at CSU Stanislaus, UC Davis, and now head Men's coach at Sacramento CC, Robert Nooney - Head Women's Coach Chico State, Brian Beeman - Asst. Track Coach Chico State, Carlos Suarez - Head Coach at College of Marin, Kyle Robinson - Head Coach Chabot College, and David Wellman - Head Coach Santa Rosa Junior College, in addition to countless others whom he influenced to continue to contribute to our sport. This is Kirk Freitas's legacy as he enters into retirement as an assistant coach at Butte College in Chico.

Ed Parker (Mills HS and Millbrae Lions TC)-posthumously



Coach Ed Parker personified what good coaching is about: Dedication, confidence building, analytical intelligence, and a respect for individuals. Parker affected many lives positively during his 35 years coaching at Mills HS and the Millbrae Lions TC from 1960 to 1995, including many athletes who were not even accomplished athletes but nonetheless to whom he showed respect and inspired by his example. He was a respected leader in track and field coaching, and was sought out by elite athletes from around the country. Parker was in the 1960's and 70's one of the nation's leading women track and field coaches, and his honors included serving as the 1964 Tokyo U.S. Olympic Women's Pentathlon coach, and 1992 Barcelona U.S. Olympic Assistant Women's Team coach. In addition Parker coached Olympians in approximately 8 consecutive Games from 1964 to 1992. Notable former athletes or assistant coaches who have gone onto either coach or contribute to our sports include Pat Connolly, Leslie Maxie, Marilyn King, Debi Braun, Cathy Sulinski, Jim Hume, Dick Connors, Matt Freidman, and Dave Shrock. Coach Parker retired to the Sacramento Valley in 1993, and he continued to coach the pole vault at Carmichael's Jesuit HS until his passing in 2009. The stadium at his beloved Mills High School was named in his honor in 2010.

A tireless organizer of clinics and coaching education schools, Coach Parker's legacy will be known as a man of the highest character who touched countless lives.

Awards Committee

Leroy Milam (leroy1888@aol.com)

A reminder to submit nominations for the Hall of Fame Award, the Tom Moore Award, and the Association Service Award. The criteria and procedures for these awards are on the Association web site, by clicking on the "Awards" tab in the right hand frame.

Nominations are open until the 13 May BoA Meeting, with presentations at the September Annual Meeting.

Men's and Women's Track and Field Committee

Ralph Jones (ralph.jones@csueastbay.edu) and Fred Baer (frdbaer@aol.com)

All T&F competitors have been e-mailed the master GrandPrix list of meets for the open athletes along with the 2014 GrandPrix information for the upcoming season.

The Sat., 1 June Association Open Track and Field Championships at CSM planning is going well. Have secured a good number of officials with Sonny Maynard acting as the Officials coordinator as well as secured Record Timing to administer the timing and Hytek.