

AATRA meeting \* Noon, September 6, 1998  
Griffith Lodge, Breckenridge, CO

**Attendance:** Virgil Best, Eric Black, Adam Chase, Rich Cook, Pete Heck, Nancy Hobbs, David Mackey, Ellen Miller, Monica Mitchell, Pierre Pelletier, Tom Sobal

**Finances:** We have \$585 in our accounts combined (operating and savings). Our phone bill runs about \$45 per month, web site is approximately \$75/quarter. The largest expense is postage and printing followed by phone/fax/internet. Anticipate additional membership income of \$450 this quarter and about the same in printing costs and postage. Nancy distributed copies of the finances.

**Officers:** Eric Black was nominated and appointed secretary/treasurer.

**Web Site:** The web site is averaging about 2,000 hits per month. We have had 6,000 new hits since June and a total of 20,410 hits since the web site has been up (and through 9/5/98). We discussed getting memberships from the web site.

**Newsletter:** The next newsletter should be out the second or third week of October. We're always in need of editorial copy. If anyone is interested, contact Nancy. We discussed trying to get more corporate memberships in conjunction with more ad sales for the newsletter.

**Calendar and Membership:** The calendar is considered the single, most important benefit of AATRA. It was agreed that more needs to be done with the calendar. Possibly something like the Keeper that was published by *Rocky Mountain Sports* in 1998. We presently have 828 trail and mountain running events listed in the database. We have 736 runners in the database that have requested information on trail running. We have 152 members in 46 states. The latest numbers for active trail runners in the nation shows about 100,000 participants. We discussed what people are getting for their membership and how it could be improved. We discussed various incentives to provide for the members. We also discussed the sale of the mailing list. Nancy asked what everyone thought about selling the list to Road Runner Sports for a one-time use. We would make about \$50. We talked about placing a check box on the membership form if the member didn't want his or her name on a sold mailing list. We also need to distribute more membership forms at events and at running stores.

**Newsletter Distribution:** Adam suggested that companies or running stores can become corporate members that there should be another level of involvement from stores for a greater dollar investment and in turn, AATRA would provide the store with 40 copies of the newsletter for distribution as well as a stack of membership forms that would include the race address and phone numbers as a supporter of AATRA.

**USATF:** A subcommittee has been formed within USATF under the subcategory long distance running covering ultra/mountain/trail running. Nancy is on the subcommittee as the mountain representative for women's LDR. Legislation has been prepared for submission to USATF regarding additional funding for the subcommittee. The legislation was written by Dan Brannen, American Ultra Running Association, with support from AATRA. Nancy will attend the USATF convention in December and report at the December AATRA meeting.

**Sponsorship:** AATRA would like to find more companies to sponsor our calendar since we mainly target trail runners. We should be able to get support from companies specifically related to trail running.

**Trail Days:** Ellen reported that she has been working closely with the US Forest Service on creating trail work days. It was suggested that others work in their counties to create work days. Beyond this,

aligning AATRA with other associations and groups doing trail work will assist both our efforts. Ellen will prepare some steps that others can take to establish a rapport with the Forest Service in their area. Ellen will write up something about trail work days to put on the web site. We would like to see a continued balance between trail usage and trail maintenance.

**Race:** AATRA would like to put on a race as a fund raiser for the association. Possibly as part of the Adidas series. Pete is looking into the Glenwood Springs area as a potential event site as several successful trail races used to be held there.

**Publicity:** Rich was asked what AATRA could do for his race (Breckenridge Crest Trail Races). He seemed to think just having us host our meeting at his event was a benefit. He is willing to put our logo on his entry form in '99 and possibly some other form of promotion such as a discount for AATRA members into his race. He did suggest that we put our mission statement and our goals into every newsletter. The October issue of *Runners World* magazine had an entire section on trail running. We have been receiving many calls and e-mails as a result of the articles in *Runners World*.

**Pamphlet:** We will be coming up with a pamphlet on responsible trail use and will be looking for a sponsor and areas for distribution. The pamphlet will include tips as well.

**Publications:** We are also planning to publish safety tips for trail runners and a guide for trail race directors. Nancy and Tom will work on the project. We would like to find some funding for the projects.

**Events:** Rich suggested that trail running events donate funds to AATRA.

**Race Cancellation:** Tom is going to write an editorial piece about race cancellations and the type of policies that should go along with canceling a race. A conversation ensued about the policies that races should adopt in lieu of canceling an event due to weather or other reasons and not refunding entry fees.

**Hiking Certificates:** We discussed purchasing a hiking certificate for AATRA members as part of their membership. The Colorado Division of Wildlife has a program to provide hiking certificates for \$1. Nancy and Tom will research this.

**Volunteer:** Pete suggests that everyone should volunteer to work a race. It is an eye opener and very helpful.

**PowerBar:** Tom mentioned a PowerBar promotional endeavor where groups can submit an application for funding for various projects. Tom felt that the pamphlet on responsible trail running would be a possible item for submission.

**Next Meeting:** Saturday, December 12, 1998 after the Off Track/Off Beat Snowshoe Race in Leadville, CO. The meeting will be at approximately 2:00 p.m.

Meeting adjourned at 1:23 p.m.