



ATRA Conference Call – Board and Advisors

February 8, 2012 – 6:00PM

Attendance: Adam Chase, Eric Black, Danelle Ballengee, Ellen Miller, Andy Ames, Bryon Powell, Ian Torrence, Brandy Erholtz, Richard Bolt, Nancy Hobbs

Meeting lasted approx 30 mins.

SOCIAL MEDIA: 1923 Facebook ATRA followers...Nancy encouraged our involvement with posting and inviting participation.

MUD RUNS/OBSTACLE RACES ON OUR CALENDAR: The consensus was that we should include these types of events in our online calendar, but to be sure and list the category "mud run" "obstacle run" with the listing.

ATRA Budget: Everyone on the call confirmed that had received the budget info via email. We have a positive cash flow. Nancy and Brandy usually follow up on financials in March and prepare the tax return for submission to the IRS at that time, well before the deadline imposed by IRS.

SANCTIONING UPDATE: We have shied away from using the word "sanction" because of liability, per advice from RRCA of which we are a member. We agreed that perhaps a better label would be "certified by ATRA" or "approved by ATRA." Rich suggested that it is better if ATRA provides "GUIDELINES" to race directors which we (ATRA) have in a working document previously entitled "ATRA sanction criteria." Rich suggested that races utilize these guidelines in a format such as placing a "badge" on their website that has the ATRA logo and something like (but more concise than) "adheres to race guidelines as posted on ATRA website at this link." It was suggested that if a race has the ATRA badge and a race participant runs the race and has an issue with the race not adhering to one or more of the stated ATRA guidelines, they should be advised to contact the race director first, not ATRA, with their concern(s). Nancy will work on the details and provide a review by next week of a process to get this in place.

GOOD PEOPLE RUN: GPR is a social network that wants to cross-link/promote with ATRA. They want to be a corporate partner and provide networking support. We need more info and clarity how they would cross promote. Nancy will work with the principal leader of GPR to get a clearer picture of the proposed relationship. It was agreed that our race calendar information is ATRA's intellectual property since it takes a long time and lots of fact checking to create the workable document every year. This issue is tabled until Nancy gets more info from GPR on the precise look of the relationship. Everyone agreed that partnerships are good to pursue.

TRAIL RUNNING CONFERENCE SURVEY: A group in Estes Park funded this recent survey which had 204 responses. The group in Estes Park would like to host a trail running conference. Nancy told them that ATRA would like to be involved...but not for free, because these events can be very labor-intensive. Danelle really liked the comments from the survey that included having a trail running event with a conference. ATRA will have involvement with the April 14-15 Endurance R.A.C.E. conference (<http://www.raceconference.com/>) which is planned to include some seminar(s) on trail race directing/trail running.

Thank you to Ellen Miller for taking notes.

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