

USATF TODAY

The Official Newsletter of USA Track & Field's 2004 Annual Meeting

One Team. 
One Dream.

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ROE, MASBACK OPEN LARGEST USATF ANNUAL MEETING IN HISTORY

President Bill Roe and CEO Craig Masback on Wednesday evening opened the 2004 USATF Annual Meeting. Celebrating a theme of "One Team, One Dream," the 2004 Annual Meeting – held in conjunction with the U.S. Track Coaches Association annual convention – is the largest in USATF history, with more than 1,500 attendees.



that reach into elementary and middle schools through community-based and club programs.

"I wish for a sport which is financially more able to take care of its governance, its programs, and its people. We need to find more operating funds to our committees, councils, and

Touting changes to the Hall of Fame inductee selection system, revitalization of USATF's club system and the growth of the USA Track & Field Foundation, Roe in his President's Report provided a wish list for the next four years. Roe at the 2004 Annual Meeting will earn his second, four-year term as USATF president, entering the 2004 elections without opposition.

"I wish for a sport which continues to reach – as it does today – the broad spectrum of our secondary schools, colleges, and universities," Roe said. "But I wish to extend



boards. We need to find a way to ensure that our top officials are at our national championships, and not on their own nickel. We need to find a living wage for more coaches, so that they can stay in our sport and build their skills ... We can do better.

"I wish for a sport which inspires Americans every year, and not just in an Olympic year ... I wish for a sport in which everyone gets along ... I wish for a sport free from the dark clouds of cheating in any form ... We can do better still, and the best is yet to come."

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JOHNSON'S 200M WORLD RECORD NAMED TOP TRACK & FIELD MOMENT OF LAST 25 YEARS

Michael Johnson setting the men's 200m world record at the 1996 Olympic Games in Atlanta has been named the greatest moment in U.S. track and field in the last 25 years. USATF President Bill Roe counted down the top 3 moments Wednesday at the Opening General Session of USATF's 26th Annual Meeting. Joan Benoit winning the first-ever Olympic women's marathon in 1984 was named the second greatest moment, while Edwin Moses' 122-race win streak came in third.



Fans voted for what they consider to be the top moments in the sports of track & field, long-distance running, and race walking by voting online at USATF's website, www.usatf.org.

Johnson, who broke the long-standing 200m world record earlier that summer at the Olympic Trials in Atlanta with his blistering 19.66, was looking to make history as the first man ever to win the 200m and 400m gold medals at the same Olympics.

To help mark the 25th anniversary of USA Track & Field, fans joined USATF in selecting the Top 25 Moments in American Track & Field during the past quarter century.

Having won the Olympic 400m gold medal earlier in the competition, Johnson placed his golden shoes into the blocks for his eighth race in six days, the men's 200m final.

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VISA CHAMPIONSHIP SERIES GIVES ATHLETES NEW INCENTIVES

USA Track & Field's series of elite indoor and outdoor track & field meets will step up to a new level when it becomes the Visa Championship Series in 2005 as athletes compete for \$100,000 in bonus pool monies and other incentives. USATF CEO Craig Masback and Visa USA senior vice president, event and sponsorship marketing, Michael Lynch, announced the renaming of the series Wednesday at the Opening General Session of USATF's 2004 Annual Meeting.

In conjunction with becoming the title sponsor of what was formerly the Golden Spike Tour, Visa extended its relationship with USATF through the 2008 Beijing Olympic Games. Wednesday's announcement unveiling the new series name and logo gave final form to the most prestigious series of track & field meets in the country.

The expanded involvement of Visa in USATF elite athlete development continues Visa's long-standing commitment to helping USATF develop the country's preeminent track and field athletes. At the same time, it helps Visa engage its Member financial institutions and merchant partners to build their business in Olympic-related marketing activities and events between Olympic Games.

"Visa is very proud to be an integral part of the Olympic journey USA Track & Field athletes will follow on their path to the 2008 Beijing Olympic Games" said Michael Lynch, senior vice president, event and sponsorship marketing, Visa USA. "The Visa Championship Series gives track & field athletes a chance to compete in front of friends and family for a share of the \$100,000 bonus pool, as well as an opportunity for our Member banks to build their business."

The Visa Championship Series includes ten nationally



televised events, including the Indoor and Outdoor USA Track & Field Championships. The top performing male and female individual athletes in the indoor and outdoor series will be crowned Visa Champions. The Visa Champions will share \$100,000 in new, bonus pool monies and two tickets each to a Visa-sponsored event of their choice. Athletes also win prize money at each Visa Championship Series stop.

Visa has been a proud sponsor of USATF since 1990, and has already played a crucial role in athlete development in the men's decathlon and women's pole vault events in which the United States has broken world records and won gold medals, including at the 1996 and 2000 and Olympic Games, as well as the 1999, 2001 and 2003 World Outdoor Championships.

"Visa has not only renamed the Visa Championship Series," USATF CEO Craig Masback said, "they have taken what was a world-class program and made it even more appealing to athletes and fans alike. Athletes now have even more incentive to compete in the Visa Championship Series, while fans watching the Series on television can better relate to the Series culminating in a grand prize. We and our athletes appreciate the support Visa has given us, and we're looking forward to the Visa Championship Series building on the enormous success that the Golden Spike Tour has enjoyed."

The Golden Spike Tour revolutionized the domestic track and field circuit for world-class U.S. athletes. Television ratings for the events have grown each year - by as much as 30 percent - even as other sports have suffered ratings declines. The Visa Championship Series will continue enabling athletes to compete on their home soil for substantial prize money.

MASBACK RENEWED THROUGH 2009

The USA Track & Field Board of Directors has extended CEO Craig Masback's contract through 2009, President Bill Roe announced at Wednesday's Opening Session.

Masback was hired in 1997 as CEO, and was first renewed in 2000. Since 1997, the organization has increased gross revenues by 120 percent, eliminated \$3 million in debt, developed what is now called the Visa Championship series, and maintained Team USA's status as the World's #1 Track & Field Team.

"Thanks for the privilege, challenge and honor you have all provided me by granting me four more years as CEO of USA Track & Field," Masback said in his opening remarks. "I will work my hardest to reward your trust in me with significant accomplishments."

“BE A CHAMPION” SCHOOL VISIT, 3-5 p.m., Gregory Heights Middle School

7334 NE Siskiyou St., Portland – Olympic gold medalists Justin Gatlin, Sanya Richards and Allen Johnson and Olympic finalist Brenda Taylor speak to middle school students as part of USATF’s new “Be A Champion” program. The trio will address healthy lifestyles, keeping active, and living with integrity. Athletes will speak to students, take their questions, and lead them in reciting the “Be A Champion” pledge.

Anyone interested in more info about the Be A Champion program should come by the Cabinet Room on the third level and see USATF Associate Director of Communications Susan Hazzard.



Sanya Richards

TAYLOR NAMED VISA HUMANITARIAN ATHLETE OF THE YEAR

Olympic finalist Brenda Taylor on Wednesday was named Visa Humanitarian Athlete of the Year by USA Track & Field. Taylor will receive her award at the 2004 Jesse Owens Awards and Xerox Hall of Fame Induction Ceremony.

Taylor (Chula Vista, Calif.) enjoyed a big year on the track in 2004, improving her personal best in the 400m hurdles by more than 2 seconds to 53.36, placing second at the 2004 U.S. Olympic Trials and taking seventh at the Olympic Games in Athens. Off the track, the 2001 Harvard graduate made youth outreach a mission, working with more than 1,000 kids ages 7 through 18 as part of her “No Obstacles” program to teach kids how to set and achieve their goals.

“Being an athlete has given me some amazing opportunities,” Taylor said, “and being able to reach out in my community makes this so much more than running in circles. Athletics has become even more fulfilling through the appreciation of others. Thank you to Visa for encouraging all athletes to get involved in their communities.”

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IAAF/GETTY IMAGES

Top Moments from page 1

When the gun sounded Johnson had a slight stumble out of the blocks and still completed the first 100m around the curve in an amazing 10.12. and buried a tremendous field in the Beamon-esque time of 19.32. Johnson's winning margin of nearly four meters was the widest in an Olympic 200m final since Jesse Owens' victory at the 1936 Olympics in Berlin.

Joan Benoit entered the 1984 Olympic women's marathon in Los Angeles knowing that Norwegian all-time greats Grete Waitz and Ingrid Kristiansen were the favorites to win. The hot conditions convinced Waitz and Kristiansen to run a slower than usual pace when the gun sounded, while Benoit chose to ignore the conditions. Running aggressively from the beginning, Benoit covered the distance between 10 km and 20 km in a brisk 33:08, which gave her a 400m lead she would never relinquish. At 30 km her lead increased to close to two minutes over the world-class field.

Benoit crossed the finish line some 400 meters in front of Waitz to become the first women's Olympic marathon champion in history. Her winning time of 2 hours, 24 minutes, 52 seconds was then the third-fastest ever.

A two-time winner of the Boston Marathon and the first woman ever to win both the Olympic and Boston Marathons, Benoit Samuelson will join Michael Johnson in being inducted into the National Track & Field Hall of Fame December 3 in Portland.

A two-time Olympic gold medalist, Edwin Moses is recognized as one of the greatest track and field athletes in history. The dominant intermediate hurdler in the world for more than a decade, Moses will always be remembered for his remarkable consecutive race winning streak that lasted nearly ten years.

After winning the 1976 Olympic 400m



Benoit Samuelson



Moses

hurdles gold medal with a world record performance and setting an additional world record in winning the 1977 U.S. title, Moses lost a race in August of that year to West German Harald Schmid in Berlin. Who could have guessed then that nine years, nine months and nine days would pass before Moses would again experience defeat.

During that time span Moses won 122 races overall (107 finals races) and on his birthday (August 31, 1983) he set a world record of 47.02 seconds that would last nine years. During the streak he also won five U.S. and U.S. Olympic Trials titles, three World Cup titles and another Olympic gold medal in 1984.

The remarkable win streak finally came to an end when worldwide headlines announced that Danny Harris had defeated Moses in Madrid on June 4, 1987. Moses was inducted into the National Track & Field Hall of Fame in 1994.

Suggestions for USATF's Top 25 Moments were taken through February 22, 2004. Fans voted for their favorite moments beginning February 28 and ending on June 20. For more information on USATF's Top 25 Moments, visit www.usatf.org.

USATF Top 25 Moments

25. Jackie Joyner-Kersey breaks 7,000-point barrier in the heptathlon
24. Khalid Khannouchi sets men's world marathon record in 2002
23. Alan Webb sets U.S. boys' high school mile record
22. Kevin Young breaks Edwin Moses' 400m hurdles world record.
21. Lynn Jennings wins third World Cross Country title
20. Alberto Salazar wins third consecutive New York City Marathon.
19. Flo-Jo sets women's 200m world record
18. Gail Devers successfully defends Olympic 100m women's title
17. Evelyn Ashford defeats 2 world record holders at 1979 World Cup
16. Michael Carter sets national prep shot put record
15. Valerie Brisco wins three gold medals at 1984 Olympic Games
14. Stacy Dragila wins first ever women's Olympic pole vault
13. Maurice Greene wins double sprint gold at 1999 World Outdoors
12. Decker wins two gold medals at 1983 World Outdoors
11. Batten, Buford better world record at 1995 World Outdoors
10. Flo-Jo shatters 100m world record
9. JJK breaks heptathlon world record at 1988 Olympic Games
8. Lewis wins fourth consecutive Olympic long jump gold medal
7. Jones wins five medals at 2000 Olympic Games
6. Michael Johnson breaks 400m world record
5. Powell breaks long jump world record
4. Lewis wins four gold medals at 1984 Olympics
3. Edwin Moses completes win streak of 122 races
2. Benoit wins first-ever women's Olympic marathon
1. Michael Johnson sets 200m world record at 1996 Olympics

State of the Sport

Giving his annual State of the Sport address, Masback emphasized the Annual Meeting theme, "One Team, One Dream," noting that "it is intended as a clear message that the whole of USA Track & Field is greater than the sum of the parts. That the dreams of each and every one of us fuel our success as a collective team."

Masback looked back on the strategic objectives that the organization achieved in 2004, including record numbers of high school track & cross country athletes, certified officials and sanctioned races. USATF membership also has increased 22 percent in the last five years.

Significant milestones were achieved in several areas, particularly in USATF resources. USATF has now paid off the \$3 million debt that Masback inherited when he became CEO in 1997, doing so "a full year early," while the organization now has a \$1 million surplus. Revenues have increased 120 percent since 1997, to \$15.5 million.

"Our strategy of developing new sources of revenue is working," Masback said, "with our USATF Foundation generating over \$1 million to date and our merchandize program growing from \$6,000 in revenues in 1997 to an expected \$500,000 in 2005."

Meanwhile, USATF track meets, road races and other events continue to grow, and USATF produced or arranged the broadcast of 25 national television shows in 2004, including seven NBC shows with an average rating of 2.5. The ratings surge continues a trend where USATF ratings rise as other sports suffer ratings decreases.

Development of stars of the future was reflected in dominant medal totals at the World Junior Championships (19) and Olympic Games, where athletes won 25 medals, for a 25 percent increase over 2000. Investment in the future of the country as well as the sport is reflected in USATF's new "Be A Champion" program, launched in October. "Be A Champion helps our athletes and coaches and the American College of Sports Medicine members to go to schools and convey a message that urges young people and those who guide them to lead healthy, fit lifestyles and refrain from drug use," Masback said.

Masback added an additional strategic objective for 2005: to build key relationships with the international community, continue improving USATF's working relationship with the USOC, and to enhance community relationships in Indianapolis, where USATF's National Office is located.

He concluded his remarks by addressing drugs in sport. "We turned an important corner on an issue that has challenged this organization for the past three decades," Masback said. "We turned the corner on the issue, and we did so because we did the right things, people gave us credit for doing so, and our athletes made a strong statement on and off the track."

At its 2003 Annual Meeting, USATF adopted its Zero Tolerance anti-doping policy and paired that with a serious approach in which lessons from past mistakes were combined

2004 President's Award Winners

USATF President Bill Roe honored 10 USATF contributors with Presidents Awards during Wednesday Night's 2004 Annual Meeting Opening Session. Below are the honorees:

Kathy Fones – New Mexico Association contributor, youth/junior track & field advocate

Antonio Pettigrew –Athletes' Advisory Committee officer and Board of Directors member, coach, former U.S. 400m champion and 4x400m relay world record holder, former Visa Humanitarian Athlete of the Year

Erica Wheeler –Athletes' Advisory Committee officer and Board of Directors member, former U.S. javelin champion, longtime contributor

George Williams – 2004 Olympic Team men's head coach; 1999 World Outdoor Championships, 1993 World Indoor Championships and 1992 IAAF World Cup men's head coach; coach at St. Augustine's College in Raleigh, N.C., since 1976

Meb Keflezighi – 2004 Olympic men's marathon silver medalist, 10,000m American record holder, 2004 New York City Marathon runner-up

Deena Kastor – 2004 Olympic women's marathon bronze medalist, 10,000m and marathon American record holder, former Visa Humanitarian

Mike Frankfurt – Chairman of the Armory Foundation in New York (site of National Track & Field Hall of Fame and hundreds of high school and college track meets every year), New York Road Runners Club member, longtime sports contributor

Mary Rosado – Women's Long Distance Running Committee member, Law & Legislation Committee constituent, longtime contributor

Cynthia Doyle – USATF Board of Directors Member, National Federation of State High School Associations assistant director, high school track & field advocate

Mark Springer – USATF employee since 1986, working in all areas of the sport; currently USATF Director of Grassroots Programs & Planning; longtime Annual Meeting planner

Thomas McLean – former USATF Executive Director of Programs, longtime Annual Meeting organizer, former NCAA 800m champion

Harry Simonis – Oregon Association Executive Director, host of five World Cross Country Trials in last 12 years, longtime sport contributor

with a forward-thinking approach that addressed the future of the fight against drugs. Athletes themselves took it from there: "Our clean athletes took the sport back from the cheaters," Masback said, noting that Team USA in Athens won more Olympic medals than at any Games since 1992. "I'm not so foolish as to say that we've left the drug issue behind, but we have turned the corner toward a new day where your hard work gets the recognition it deserves."

The 2004 USATF Annual Meeting continues through Sunday. Key events Thursday include a "Be A Champion" visit by USATF athletes Justin Gatlin, Allen Johnson, Sanya Richards and Brenda Taylor at Portland's Gregory Heights Middle School at 3 p.m.

Taylor also works with local athletic teams to send the message that academic and athletic success go hand-in-hand, helping youth athletes to apply successful training strategies to academics. While living at the ARCO Olympic Training Center in Chula Vista, Calif., she participated in the "Exercise the Dream" youth fitness outreach program; did motivational work for the San Diego Literacy Project; and took part in the Women's Sports Foundation's "GoGirlsGo" charity, which teaches young women discipline and self-esteem through exercise.

"Brenda stands out as a Team USA athlete and as a contributor to improving the lives of young people," USATF CEO Craig Masback said. "She sets an example for what it is to be an athlete whose vision lies beyond the field of play, into society as a whole. Brenda and others like her embody the vision and spirit of USATF athletes."

"As a long-standing partner of USA Track & Field, Visa is proud to recognize an athlete who excels in her sport and community," said Michael Lynch, senior vice president, event and sponsorship marketing, Visa USA. "As Brenda continues her Olympic journey, we hope the Visa Humanitarian of the Year Award inspires her to remain an incredible role model for our nation's youth."

GET INFORMED ... THEN SCHMOOZE!

Two key events Thursday will enable to expand your mind as well as your social circles.

First, stop by the USATF CANDIDATES' FORUM, from 7:00-7:30 p.m., in Galleria II. As we all know from recent national elections, every vote counts in this election year. Hear what candidates for USATF elected positions have to say.

Then, head to the USATF WELCOME RECEPTION, from 7:30-11 p.m., in the Grand Ballroom I/Parlors. Relax and mingle with USATF administrators, volunteers, athletes and coaches at our annual reception. This is your chance to rub elbows, relax and generally have a gosh-darn good time. And best of all, it's FREE!

SILENT AUCTION ITEM

2004 OLYMPIC TRACK & FIELD TEAM BANNER

Starting bid \$350

Current high bids will be posted at the following times:

Thursday: 8 a.m., Noon, 6 p.m.

Friday: Noon, 5 p.m.

Saturday: 11 a.m.

4 P.M. END OF AUCTION

Winner will be announced on site!



TODAY'S FEATURED ITEM



**NIKE DRYFIT
CROSS COUNTRY TEE
\$30**

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MERCHANDISE SALES AREA,
BALLROOM LEVEL**



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