USATF Southeast Region Newsletter

Marlene Atwood, USATF Southeast Region Representative August 30, 2011

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Dear Southeast Region Officers and Members,



Attending the Association Workshop in San Mateo two weeks ago was very important to me since I wanted to meet each of you and put a face to a name that was only introduced to you via email. I also wanted to personally listen to what was going on in your associations and hear about the successes, and the challenges you've had.

The Southeast Region can be a strong region if we work together. There are so many good ideas among us and we have so many talented individuals - athletes, administrators, coaches, and officials. We need to collaborate to bring big events into our region and we need to share resources to make them successful. I want us to be collectively proud of our region, and have the rest of the country be in awe of what we can accomplish. There is certain pride in being a USATF Association, but there is even more value in being a cohesive region.

I will certainly look for any opportunities that we as a region can capitalize on. Read on for highlights from the Association Workshop.

Best Regards,

Marlene Atwood USATF Southeast Region Representative marleneatwood@usatfga.org 770-497-4208 h 770-883-4208 c

Association Workshop Attendees

Alabama:

Walter Bell, Secretary Mary Birdwell, Membership Richmond Brown

Florida:

Robin Brown-Beamon, President Angela Harris, Webmaster James Williams

Georgia:

Linda Bommicino, Treasurer/Membership Ian Dube, President Inez Finch, Executive Vice President

North Carolina:

Roger Burbage Albert Davis, President

South Carolina:

Valerie Jacobs, Secretary

Tennessee:

Carolyn Tucker, Membership

Virginia:

None

Southeast Regional Breakout Session - Notes

- Several of our Associations hosted regional and national meets North Carolina hosted the Southeast Region Masters T&F Championships; Florida hosted the Region 4 JO Championships; Georgia hosted the Region 3 JO Championships; Florida hosted the USA Masters Half Marathon Championship and the IAAF Pan Am Race Walk Cup Trials; Virginia hosted the USA 8km Championships; South Carolina hosted the World Youth T&F Trials and USA Youth T&F Outdoor Championships; North Carolina hosted the USA 10km Trail Championships.
- Upcoming: Tennessee will host the USA 5km Race Walk Championships; and South Carolina will host the USATF National JO Cross Country Championships.
- Successes: Florida, Georgia, Virginia and North Carolina held Level I Coaches Ed Classes. South Carolina and Virginia have upcoming classes scheduled. Georgia held a Level 2 and North Carolina held a Level 3 coaching summit.
- Successes: Georgia introduced Coaches Roundtables where individuals could dial into a phone conference and listen to and speak with well known and respected coaches. These were held weekly over several weeks. They also introduced "streaming video" on their website for their area and championship meets.
- Successes: North Carolina has open communications and discuss everything in an open environment. It has made their association stronger. South Carolina reported increases in youth memberships. Florida reported that they were doing all their own championships and that their membership numbers had increased.
- Challenges: Tennessee and Alabama reported losing attendance at their meets to AAU. Several associations were concerned about "piggybacking" on LDR events for their championships and getting more recognition in the LDR community the ideal was to have USATF owned championships; there were also challenges related to facility access for Association meets, having quality but not depth in competition, and challenges in increasing membership.

USATF Southeast Region Survey

My intentions for distributing a survey was to try to understand what my Region expects from me. The survey included a few short questions on what each Association understood my role to be and what their expectations were. Here are the questions:

- 1. What is your understanding of what a Regional Representative does or is supposed to do?
- 2. What relationship have you had with your Regional Representative in the past?
- 3. What do you feel are the most important things that a Regional Representative can assist you with? For instance: regular communications, e-newsletter, grievance matters, championships, representation at the national level, etc.
- 4. Please rate the Regional Rep Program as it exists today with 1 being "Little Value" and 10 being "Great Value", and then explain why.
- 5. How do you feel about the regional breakout sessions? What benefit do you

get? What benefit would you like to see?

6. Please summarize how we (the Regional Reps) can improve regional meetings, communication with the Associations, local support, and overall value?

I've received several surveys but not a good representation of the region. I ask that those who promised to submit surveys make good on their promises. Here is the link to the survey. <u>USATF Southeast Region Survey</u>.

2011 Association Workshop - San Mateo, CA

Don't forget that many of the presentations from the workshop have been uploaded to the Document Library. Make sure you go out there for resources you can use:

Session Handouts:

- How to Conduct an Efficient Meeting
 - Meetings....and how to make them successful presentation
 - Good Meetings Manual
- Fundraising 101
 - o Funding Sources & Tips & Tactics for Tapping into Them presentation
- Proper Fiscal Management
 - o Proper Fiscal Management presentation
- The ABCs of Association Accreditation
 - o The ABCs of Association Accreditation presentation
- Association Communications
 - USATF Network Association Website Content Management System
- Potpourri
 - o Out Run the Sun PSA video
 - Coaching Education Update
 - Coaching Education Course Progression Chart
 - Fundamentals of Coaching Education Course Overview
 - Club Championship Report
 - Logo Use Standards and Guidelines

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Forward email