

## **Midwest Zone meeting at 9:15am at the 2013 Association workshop**

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The following associations were represented: Ohio, Indiana, Illinois, Kentucky, Lake Erie, West Virginia and Wisconsin.

There was a brief recap of the executive committee meeting including the positive changes being presented by the national office. Some discussion was held on online sanctions as well as the assignment of a permanent membership number.

Each association present had the opportunity to tell of the positive and negative things going on in their association. Some of the larger meet hosted in our regions included: Illinois hosted the Youth National Outdoor T & F Meet this summer; Indiana is hosting the same meet in 2014; Kentucky hosted the NCAA D1 Cross Country championships as well as USATF Club Cross Country Championships; Lake Erie hosted the National Senior Games this summer and will be hosting the World Gay Games next year.

It seems that the biggest problem in our zone is participation in our youth association championships, the numbers vary each year based on the location of the USATF Junior Olympics. Another problem is the number of road races that are sanctioned but the participants are USATF members. Several associations have having problems in LDR, like having active chairs to promote LDR championships. Some associations are having problems recruiting officials.

Indiana reported that they have hired a marketing firm to help them increase their membership numbers as well as getting more community involvement. They will be hosting their regional cross country championships as well as the track and field championships.

Kentucky is planning to start a MUT series as a way to increase their membership.

Each association reported have problems with attendance at open and masters numbers is most of their meets as well as the recruitment of officials.

One major concern is why do we have non-sanction road races on the national or associations calendar? How many become sanction afterwards?

Some suggestions on how to increase numbers and membership:

1. Contact local and area elementary and middle and high schools
2. Use social media
3. Need long term athletic development in the states and increase club membership
4. Certain areas are focused on certain areas of the sport-only LDR or sprints
5. Try and figure the best medium for your audience

Each association was asked to share ideas on how to market membership with regional

rep who will share with the Midwest group.

One of the problems facing several associations is losing kids to other peewee or lower level sports.

Good ideas and changes happening and to be helpful from the national office.

A discussion was held regarding the Regional Open Championships: Indiana hosted the 2013 meet and reported very low numbers, especially collegiate athletes. It was suggested that we should probably try to promote the meet to high school athletes since many collegiate coaches discourage their athletes from participating in meets during the off season. It was discussed how to use the funds from these meets if they were discontinued. One suggestion was to use the funds as a marketing tool for associations to focus on open athletes from 18-30 ages and high school athletes.

Associations were reminded that we need newsletter ideas. Each association will be asked to nominate a volunteer of the year who will be recognized at the annual meeting by the regional representative on behalf of the Associations Committee.