

USATF Midwest Region Newsletter



Richard Messenger, USATF Midwest Region Representative
November 18, 2013

Dear Midwest Region Association,

It was great to see representatives from each of the associations attending the Associations Workshop in Indianapolis in August. Here are some of the items that caught my attention in reviewing my notes from the meeting:

1. Association Grants: 21 applications this year - the most in more than a decade. Grants that were submitted this year but not accepted will roll over to next year (modifications will be permitted.)
2. Individual Membership – Memberships in 2012 totaled 114,000; we are currently in reach of our 120,000 goal for this year. Clubs totaled 3,009 in 2012 and we exceed 3,200 for 2013.
3. Accreditation: 10 Associations met all of the “New” standards while 21 met the “Old” standards. It seems that Association Championships is the biggest challenge for most associations.

I am looking forward to seeing and working with the leadership of each of our associations during the annual meeting in Indianapolis.

Reminders

Bids for the Regional Open T & F Championships are due to me by November 30th.

Nomination forms for the Volunteer of the Year in your association is due to me by the end of the day on November 20th.

Please forward me an updated list of officers in your association, who you would like to receive our regional newsletter. Please include their email address. You may include your sport chairs if you like.

Notes from our Regional Meeting

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 meets 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 not USATF members. Several associations are 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 having problems with attendance at open and master's meets as well as the recruitment of officials to work those meets.

One major concern is why do we have non-sanction road races on the national or associations calendar? How many of these meets become sanction after being put on the calendar?

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

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

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.

Upcoming Annual Meeting

Annual Meeting - JW Marriott – Indianapolis, IN –December 4-8, 2013

Some important meetings/workshops of importance to us:

December 5th – 12:00 PM to 12:50 PM - Associations Workshop - Presidents, Vice Presidents, and Past Presidents Meeting - This is a continuation of discussions from the Association Workshop.

December 6th- 9:00 AM to 10:50 AM – Associations General Session
12:00 PM to 1:50 PM - Associations Workshop #1 - "Drafting an Ethics Plan for Your Associations"
4:00 PM to 5:50 PM – Midwest Regional Meeting- please plan to attend

December 7th – 11:30 AM to 1:15 PM - Associations Workshop #2 - "How to Meet the LDR Association Championship Requirement".
2:00 PM to 3:50 PM - Associations Business Meeting – One item of business is regarding the notice that I forwarded to each association earlier regarding making our procedures compliment with the USATF Regulations and Operating Procedures.

If you have news items/pictures you would like to submit, please send them to rmessenger32@gmail.com for inclusion in these e-newsletters. Please advise your sports committees that submissions are welcome.

Contact Information

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