



For attendees of the five  
**Coaches/Clubs** Track workshops

January 26 - 28, 2018  
Mission Palms Resort, Tempe, AZ

***“Where the Business of Triathlon Gets Done”***

Conference Program as of: Jan. 12, 2018

Friday, January 26, 2018		
Time		Location
6:30 – 8:00AM	Open swim; bike; run	Swim – Arizona State Univ. Fitness Center, joining Masters swim from 6 – 7AM Bike (Felt bike loaners available w/RSVP to <a href="mailto:slowman@slowtwitch.com">slowman@slowtwitch.com</a> ) Run w/course leader
10AM – 5PM	Conference registration open	Palm Ballroom Foyer
12N – 5PM	Expo	Palm Ballroom Foyer
11:00 - 12:30PM	Slowtwitch Braunch (Launch Brunch): Limited to 50 people. Eat on the Slowtwitch dime and spectate several industry launches. RSVP to Dan Empfield ( <a href="mailto:slowman@slowtwitch.com">slowman@slowtwitch.com</a> ).	
1:00 -1:10PM	Opening, Welcome by Mike Reilly	Palm Ballroom
1:10 – 1:55PM	Andrew Messick, CEO, World Triathlon Corporation/IRONMAN	Palm Ballroom
1:55 – 2:05PM	Award presentation “Best Published Article & Photo”	Palm Ballroom
2:05 – 3:00PM	Research presentation by Kiley Austin-Young, Forward, LLC	Palm Ballroom
3:00 – 3:15PM	Award presentation “Best Event and Product Videos”	Palm Ballroom
3:15 – 3:30PM	Break	
3:30 – 4:15PM	Congresswoman (9 <sup>th</sup> District, AZ) Kyrsten Sinema	Palm Ballroom
4:15 – 4:25PM	Award presentation “Influential Coach & Fast Growing Tri Club”	Palm Ballroom
4:25 – 5:15PM	Speed Networking (Have plenty of business cards/promo pieces)	Palm Ballroom
5:15 – 6:30PM	Reception	Courtyard (next to foyer of the Palm Ballroom)

**Saturday, January 27, 2018**

<b>Time</b>			<b>Location</b>
6:30 – 8:00AM	Open swim; bike; run		Swim - ASU Competition Pool Bike (Felt bike loaners available w/RSVP to <a href="mailto:slowman@slowtwitch.com">slowman@slowtwitch.com</a> ) Run w/course leader
6:30 – 8:30AM	Breakfast		Courtyard (next to foyer of the Palm Ballroom)
7AM – 5PM	Conference Registration Open		Palm Ballroom Foyer
7AM – 5PM	Expo area open		Palm Ballroom Foyer?
9 – 9:15AM	TBI President’s Welcome and Address <ul style="list-style-type: none"> <li>• Dan Empfield, President</li> </ul>		Palm Ballroom
9:15 – 10AM	Rocky Harris, CEO, USA Triathlon “State of the State: USA Triathlon”		Palm Ballroom
10 00 – 10:10AM	Award presentation: Ron Smith Award		Palm Ballroom
10:10 – 10:30A	Break + Move to Track Session Rooms		
10:30 – 11:30	<p><b>Race Director Track 1</b> Room: Palm C</p> <p><i>Legal updates for 2018</i> with a focus on data security/breaches including liability and indemnification</p> <p>Presenter: Kelly Burns Gallagher, Esq., McCarter &amp; English, LLP</p>	<p><b>Coaches/Clubs Track 1</b> Room: Palm F</p> <p><i>Triathlon Clubs &amp; Coaching Models:</i> Various types of coaching and club models popular in our sport such as virtual teams, elite athletes, and group environments. Learn about the various models successful groups have used and how you may be able to benefit.</p> <p>Moderator: Mike Ricci, D3 multisport</p> <ul style="list-style-type: none"> <li>• Jeff Scull, Edge Triathlon</li> <li>• Matt Dixon, Purple Patch</li> </ul>	<p><b>Retailer/Manuf. Track 1</b> Room: Xavier</p> <p><i>Riskophobes Unite!</i> - Retailers in our industry are failing left and right because they don’t know how to maintain gross profits and customer service, sell from full shelves, while inoculating themselves from an increasingly cyclical and perilous landscape. Risk mitigation is possible; here are the strategies</p> <p>Moderator: Richelle Love, Tri-It Multisport</p> <ul style="list-style-type: none"> <li>• Trent Nix, Tri Shop</li> <li>• Gary Wallesen, TriSports</li> <li>•</li> </ul>
11:30 – 12:30P	Lunch		

**Saturday, January 27, 2018 (cont.)**

<b>Time</b>	<b>Location</b>	
12:45 – 1:45p	<p><b>Race Director Track 2</b> Palm C</p> <p><i>All race politics are local</i> - Invest locals with social equity; Identify the community’s objectives</p> <p>Moderator: Richard Adler, industry consultant</p> <ul style="list-style-type: none"> <li>• Stephen Del Monte, DelMo Sports</li> <li>• Rachel Martin, Pumpkinman Triathlon</li> <li>• Greg Hawkins, Virginia-Maryland Triathlon Series</li> </ul>	<p><b>Coaches/Clubs Track 2</b> Palm F</p> <p><i>Athlete Retention</i>: How RDs, Coaches, and Clubs each handle athlete retention. What approaches work most effectively to retain your athletes.</p> <p>Moderator: Jeff Scull, Edge Triathlon</p> <ul style="list-style-type: none"> <li>• Michael O’Neil, Boston Triathlon</li> <li>• Mike Ricci, D3 Multisport</li> <li>• Paul Hekimian, LA Tri Club</li> </ul>
1:45 – 2:00p	Break	
2:00 – 3:00p	<p><b>Race Director Track 3</b> Palm C</p> <p><i>Diversity as a business strategy</i> - How targeting gender, ethnic, and ability diversity has lifted race numbers even amid a declining market.</p> <p>Moderator: Michael O’Neil, Boston Triathlon</p> <ul style="list-style-type: none"> <li>• Scott “Hootie” Hutmacher, Life Time Triathlon, #WhyNotTri</li> <li>• Darby Middlebrook, ASU triathlete</li> <li>• Michael Epstein, Nautica Malibu Tri</li> </ul>	<p><b>Coaches/Clubs Track 3</b> Palm F</p> <p><i>Marketing Your Club or Coaching Business</i> – Double presentation format. How (1) to gain sponsorship for your club or coaching group; and (2) how to market online and within social media.</p> <p>Moderator: Andy Clark, Alien Endurance</p> <ul style="list-style-type: none"> <li>• Chris McDonald, Big Sexy Racing</li> <li>• Roberto Lastra, creative director, advertising, copywriter</li> </ul>
3:00 – 3:15PM	Break and Transition back to Palm Ballroom	
3:15 – 3:25PM	Award Presentation for Steve Hed Award, presented by Anne Hed	Palm Ballroom
3:25 – 4:25PM	<i>Growing Our Sport</i> – Large group brainstorm with graphic facilitation	Palm Ballroom
4:25	Adjourn and walk to The Cabin	
5:00 – 6:30PM	Reception at The Cabin	

Sunday, January 28, 2018			
Time	Location		
6:30 – 8:00AM	Open swim; bike; run	Swim - ASU Competition Pool Bike (Felt bike loaners available w/RSVP to <a href="mailto:slowman@slowtwitch.com">slowman@slowtwitch.com</a> ) Run w/course leader	
6:30 – 8:30AM	Breakfast	Courtyard	
7AM – 11AM	Conference Registration Open	Palm Ballroom	
7AM – 11AM	Expo Area Open		
9 – 9:45AM	<i>Can WE Help Our Sport Grow ...</i> continued discussion from <i>Growing Our Sport</i> moderated by Mike Reilly	Palm Ballroom	
9:45 – 10:00AM	Award Presentation for Triathletes Choice events (4)	Palm Ballroom	
10:00 – 10:15	Break and Transition to Tracks		
10:15 – 11:15a	<b>Race Director Track 4</b> Palm C  <i>Foundational pillars supporting a great race; Carve out your own space; Don't be imitative; Optimize your consumables and deliverables.</i>  Moderator: Ryan Coehlo, USA Productions <ul style="list-style-type: none"> <li>• Dan Ashworth, Ashworth Awards</li> <li>• Mark Walter, Sun Multisport Events</li> <li>• Danae Moraitis, Transition Sports</li> </ul>	<b>Coaches/Clubs Track 4</b> Palm F  <i>New Customer Engagement - How to engage new customers in the various athlete demographical areas such as Youth Triathlon, AG Group Triathlon, and Elite.</i>  Moderator: Ian Murray, LA Tri Club <ul style="list-style-type: none"> <li>• Andy Clark, Alien Endurance</li> <li>• Jesse Kropelnicki, QT2 Systems</li> <li>• Cliff English, Arizona State Tri Team</li> </ul>	<b>Retailer/Manuf. Track 4</b> Xavier  <i>Put Your Money Where Your Mouth Is: A Panel on Evolving Business Models - A panel of retailers and manufacturers each emblematic of new and novel ways to structure their businesses, and talk about how they see the future shaping up and what they are doing about it.</i>  Moderator: Dan Empfield, slowtwitch.com <ul style="list-style-type: none"> <li>• Bill Schouman, Cervelo</li> <li>• Steve Toll, ISM Saddles, LLC</li> <li>• Mat Steinmetz, 51 Speedshop</li> </ul>
11:15 – 11:25	Break		

Sunday continued on next page

**Sunday, January 28, 2018 (cont)**

Time	Location		
11:25 – 12:25p	<p><b>Race Director Track 5</b> Palm C</p> <p><i>Measuring Success</i> - Identify the metrics sponsors use to measure success. Deliver to your sponsors a “Return on Objectives” report.</p> <p>Moderator: James Leitz, IMG</p> <ul style="list-style-type: none"> <li>• Chuck Menke, USA Triathlon</li> <li>• Gordon Selkirk, Pocket Outdoor Media, <i>Triathlete</i> magazine</li> </ul>	<p><b>Coaches/Clubs Track 5</b> Palm F</p> <p><i>Virtual Triathlon Clubs and Coaching</i> - How virtual triathlon clubs and coaching models have been successful. The panel will contain successful virtual club leaders and coaches.</p> <p>Moderator: Jesse Kropelnicki, QT2 Systems</p> <ul style="list-style-type: none"> <li>• Matt Miller, BASE</li> <li>• Robert Flanigan, Wattie Ink Tri Team</li> <li>• Blake Uptain, Moxie Multisport</li> </ul>	<p><b>Retailer/Manuf. Track 5</b> Xavier</p> <p><i>Hot Topics: An Airing of Problems/Solutions</i> This is a facilitated open discussion among retailers and manufacturers about what challenges they are wrestling with, what solutions might work and interesting situations to share within the group.</p> <p>Facilitators: Trent Nix, Tri Shop; and Richelle Love, Tri It MultiSport</p>
12:25 – 12:30	Transition to Palm Ballroom for Wrap-up/Adjournment		
12:30	<p>Adjourn</p> <ul style="list-style-type: none"> <li>• Dan Empfield</li> </ul>		