



For attendees of the five
Coaches/Clubs Track workshops



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



For attendees of the five **Race Directors** Track workshops

“Where the Business of Triathlon Gets Done”

Conference Program as of: Jan. 26, 2018

Friday, January 26, 2018		
Time		Location
6:30 – 8:00AM	bike; run	Bike (pre-reservation required; pedals, helmet, shoes required) Run (runners, meet in lobby at 6:4510)
10AM – 5PM	Conference registration open	Palm Ballroom Foyer
12N – 5PM	Expo	Palm Ballroom Foyer
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	Awards presentation “Best Published Article & Photo”	Palm Ballroom
2:05 – 3:00PM	Metrics: A Discussion About the Future of Triathlon Kiley Austin-Young, Forward, LLC & Nick Lehecka, Slowtwitch.com	Palm Ballroom
3:00 – 3:15PM	Award presentation “Best Event Video”	Palm Ballroom
3:15 – 3:30PM	Break	
3:30 – 4:15PM	Congresswoman (9 th District, AZ) Kyrsten Sinema	Palm Ballroom
4:15 – 4:25PM	Award presentation “Influential Coach & Fastest 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 West (next to foyer of the Palm Ballroom)

Saturday schedule, next page.

Saturday, January 27, 2018

Time			Location
6:30 – 8:00AM	Open swim; bike; run		Bike (pre-reservation required) Run (runners, meet in lobby at 6:45A)
6:30 – 8:30AM	Breakfast		Cloister (connected to Courtyard)
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 • Dan Empfield, President		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	Race Director Track 1 Room: Palm C <i>Legal updates for 2018 with a Focus on Data Security/Breaches</i> Presenter: Kelly Burns Gallagher, Esq., McCarter & English, LLP	Coaches/Clubs Track 1 Room: Palm F <i>Triathlon Clubs & Coaching Models:</i> Moderator: Mike Ricci, D3 multisport • Jeff Scull, Edge Triathlon • Matt Dixon, Purple Patch	Retailer/Manuf. Track 1 Room: Xavier <i>Riskophobes Unite! Risk Mitigation is Possible; here are the strategies</i> Moderator: Richelle Love, Tri-It Multisport • Trent Nix, Tri Shop • Gary Wallesen, TriSports • Dan Empfield, Slowtwitch
11:30 – 12:30P	Lunch	Courtyard East	
12:45 – 1:45p	Race Director Track 2 Palm C <i>All Race Politics are Local</i> Moderator: Richard Adler, industry consultant • Rachel Martin, Pumpkinman Triathlon • Greg Hawkins, Virginia-Maryland Triathlon Series • Ryan Coehlo, USA Productions	Coaches/Clubs Track 2 Palm F <i>Athlete Retention</i> Moderator: Jeff Scull, Edge Triathlon • Michael O’Neil, Boston Triathlon • Mike Ricci, D3 Multisport • Paul Hekimian, LA Tri Club	Retailer/Manuf. Track 2 Xavier <i>Why Consumer Direct is the Future; Why Consumer Direct is Not the Future</i> Moderator: Mike Plant, MPA Event Graphics • John Duquette, blueseventy • Dan Kennison, Premier Bike • Tyler Meyers, Felt Bicycles
1:45 – 2:00p	Break		

Saturday, January 27, 2018 (cont.)

Time			Location
2:00 – 3:00p	Race Director Track 3 Palm C <i>Diversity as a Business Strategy</i> Moderator: Michael O’Neil, Boston Triathlon <ul style="list-style-type: none"> • Scott “Hootie” Hutmacher, Life Time Triathlon, #IfINeverTri • Darby Middlebrook, ASU triathlete • Michael Epstein, Nautica Malibu Tri • Ashley Plowman, I Race Like a Girl 	Coaches/Clubs Track 3 Palm F <i>Marketing Your Club or Coaching Business</i> Moderator: Andy Clark, Alien Endurance <ul style="list-style-type: none"> • Chris McDonald, Big Sexy Racing • Roberto Lastra, creative director, advertising, copywriter 	Retailer/Manuf. Track 3 Xavier <i>Nobody Wins the Race to the Bottom - Pricing</i> Moderator: Richelle Love, Tri It Multisport <ul style="list-style-type: none"> • Blake Uptain, Moxie Multisport • Philip Casanta, Hypercat • Gerard Vroomen, 3T/OPEN
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	Cabin Tempe, 410 S. Mill Avenue	
5:00 – 6:30PM	Reception at The Cabin		

Sunday, January 28, 2018

Time		Location
6:30 – 8:00AM	Open swim; bike; run	Bike (pre-reservation required) Run (runners, meet in lobby)
6:30 – 8:30AM	Breakfast	Cloister (connected to 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	

Sunday, January 28, 2018 (cont.)

Time	Location		
10:15 – 11:15a	<p>Race Director Track 4 Palm C</p> <p><i>Foundational Pillars Supporting a Great Race</i></p> <p>Moderator: Ryan Coehlo, USA Productions</p> <ul style="list-style-type: none"> • Dan Ashworth, Ashworth Awards • Mark Walter, Sun Multisport Events • Danae Moraitis, Transition Sports 	<p>Coaches/Clubs Track 4 Palm F</p> <p><i>New Customer Engagement</i></p> <p>Moderator: Ian Murray, LA Tri Club</p> <ul style="list-style-type: none"> • Andy Clark, Alien Endurance • Jesse Kropelnicki, QT2 Systems • Cliff English, Arizona State Tri Team 	<p>Retailer/Manuf. Track 4 Xavier</p> <p><i>Put Your Money Where Your Mouth Is: A Panel on Evolving Business Models</i></p> <p>Moderator: Dan Empfield, slowtwitch.com</p> <ul style="list-style-type: none"> • Bill Schouman, Cervelo • Steve Toll, ISM Saddles, LLC • Mat Steinmetz, 51 Speedshop/Guru Bike Fit • Rose Serpico, Tri It MultiSport
11:15 – 11:25	Break		
11:25 – 12:25p	<p>Race Director Track 5 Palm C</p> <p><i>Measuring Success and Return on Objectives</i></p> <p>Moderator: James Leitz, IMG</p> <ul style="list-style-type: none"> • Chuck Menke, USA Triathlon • Ben Kanute, pro triathlete • Eric Gilsean, independent contractor 	<p>Coaches/Clubs Track 5 Palm F</p> <p><i>Virtual Triathlon Clubs and Coaching -</i></p> <p>Moderator: Jesse Kropelnicki, QT2 Systems</p> <ul style="list-style-type: none"> • Matt Miller, BASE Performance • Robert Flanigan, Wattie Ink Tri Team • Blake Uptain, Moxie Multisport 	<p>Retailer/Manuf. Track 5 Xavier</p> <p><i>Hot Topics: An Airing of Problems/Solutions</i></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"> • Dan Empfield 		