



N. FLORIDA NEWS  
(Some Headlines From The Road)  
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(North) – May/June 2009  
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### **MICHAEL'S MOMENT: WHO IS IT? –**

The “golden arches.” The “red can with the silver wave.” The “swoosh.” No matter where you go around the world, everyone knows the name of the product, the quality the product represents, & the corporate identity joined to the product whose logo I described. A picky three-year-old can quickly point out their preference for a particular fast food joint or a brand of soda, & most teenagers are savvy enough to know a \$30 pair of sneakers may make them a social outcast; better to have the \$100 pair. Right, Mom & Dad (or Grandpa, in my case)?

People can identify their preferences from a quarter mile away on “Hamburger Hill,” “The Smiling Mile,” or whatever nickname you have for the fast-food restaurant strip in your home town. Heaven forbid you decide to go into the food service business without purchasing a franchise (kind of like trying to race a mile in combat boots against Ancient City Road Runners’ Todd Neville). Of course, the name recognition a franchise provides also comes with a certain set of standards which the franchiser says you need to uphold.

So, what’s the difference between an event put on by “Joe’s Running Club” & an RRCA member club? How does the individual runner know they’re going to get their money’s worth, or the race they’re participating in that morning is more important than the one going on later that afternoon just down the street?

Does your club event have the RRCA logo prominently displayed on the brochure, on the t-shirt, & on the awards? What if you are hosting a state or regional championship? Have you placed the RRCA Championship Logo (the laurel wreath around the RRCA logo) on all your event materials? How are people going to tell your event is important?

RRCA club & event members in good standing can use the RRCA logos at no charge to promote their club & events. Members hosting an RRCA program event (e.g., Roads Scholar, Kids Run The Nation, Womens’ Distance Festival) are strongly encouraged to use the RRCA logo. If your club has a website, we encourage you to post an RRCA logo on the main page which links back to the RRCA website ([www.RRCA.org](http://www.RRCA.org)). That lets people know who you are, the mission & standards you consider important, & the organization with whom you identify. More information on RRCA logo use can be found at < <http://www.rrca.org/services/branding/> >.

**INSURANCE** – Some clubs have members who swim, cycle, skate, or race in multisport or adventure racing events. It’s a great thing to leave the tent broad enough

to draw these folks in, but member club event insurance is intended to cover running events. While activities involving animals, bikes, skateboards, jogging strollers, roller skates/blades are (only) strongly discouraged, using RRCA event insurance to cover an event which focuses on these can cause us problems in the future. It could make it difficult to renew RRCA's insurance policy or force the insurance company to increase the premium. We were pleased to learn the premium did not increase from last year < <http://www.rrca.org/join/join/documents/insurancefaq.pdf> > .

If you have a triathlete group as a part of your club, for example, their event coverage (say, for organized practice sessions) should come through USA Triathlon < <http://usatriathlon.org/content/index/1108> > . If you have any questions about this issue, please contact me by e-mail or phone, or e-mail Eve at the national office < [membership@rrca.org](mailto:membership@rrca.org) > .

***THE MORE THINGS CHANGE*** – Most clubs keep me in the loop on what's new, & I know there have been some board & officer elections. Make sure to update your club's link on the RRCA website < <http://www.rrca.org/clubs/showlist.php?state=FL> > . Just click on your club name, then you can click on the button at the bottom of the page that says "modify or delete this info." This will provide Eve at the national office with the right contact information in case something happens & she needs to get in touch with you. If you have any problems making the changes, you can e-mail me with the information; I'll either walk you through the process or try to get it done myself. If you have new board members, I'd like to know so I can add them to my e-mail listing.

***ROAD SCHOLARS*** – Jean Knaack, RRCA executive director, sent out a message a couple of weeks ago about the Road Scholars program, telling us donations were down from what was hoped this time of the year. I can't stress how important this program is for American distance running.

I first met Josh Moen, a member of the 2009 Road Scholar class, a couple of years ago while he was a member of the Brooks-Hanson's Development Project; he & a handful of the Brooks-Hanson's group were scheduled to race the USATF 10K Championships in Mobile. Josh, his teammates, & coach Keith Hanson spent the evening at our local running emporium answering questions from the locals. They were gracious, humble & appreciative of every bit of support which they could receive from sponsors.

When we talked in San Francisco, Josh told me his training was going well with Brooks-Hanson's but he wanted to be a little closer to his family, so he moved to Minneapolis to train with the RunningUSA group. He did not hesitate to explain how the Roads Scholar stipend was able to make a difference in his relocation & his present training. I don't think we've seen the last of Josh, frankly...hopefully on a podium in London.

Donations to the Roads Scholars Program are tax deductible, & can be done on-line through Active.com < <http://www.active.com/donate/RoadsScholar> > .

***ONE LAST THING:***

I know the web site is a little out of date. We've had a lot of little changes since my last edit. Ken Bendy's "retirement" as Southern Region director kind of puts the event calendar update back into my hands, I guess.

In the meantime, until I can find a faster way to update the calendar, enter your events on the RRCA on-line calendar. It's free, very quick to edit, & almost does the hard work itself (as long as you have the information). That way, your events are not only available to your local racing community, but also to those from around the country. Let's use what we have on the RRCA site rather than try to re-invent the wheel, shall we?

Have a safe, mileage-filled day!