Minutes
Cherry Blossom, Inc. Race Committee
March 18, 2013 Meeting
Renaissance Hotel
Washington, DC

The meeting opened at 7 pm after a buffet dinner, with a drawing for random prizes. Several handouts were circulated around the table: a list of tents (with supplies that will be provided in each tent, such as chairs, tables, light, heat, generators, porta potties), a list of radios reserved for committee members, a committee member list with contact information (to be corrected, if appropriate), and the race week timeline. Each committee member received a copy of the following updated handouts: a color coded map of the Washington Monument Grounds (WMG) staging area, the Unified Command Center Map (a grid with course quadrants marked), a list of the Porta-John locations, and minutes for February's meeting.

The following committee members were present: Phil Stewart, Becky Lambros, Denny Steinauer, Molly Barackman-Eder, George Banker, Chris Tatreau, Jim Marino, Bruce Lung, Phil Pommerening, Charles Walker, Tom Filippone, Steve Solbeck, Arlene Solbeck, Muffet Chatterton, Jen McCollum, Peter Verasin, Steve Broyles, Peggy Posey, Jean Arthur, Candice Mothersille, Timi Rogers, Ken Donovan, George Tarrico, Irv Newman, Eve Mills, Leslie Williams, Patti Lieblich, Marsha Way, Michelle Carter, Adam Lambros, Nancy Betress, Keira D'Amato, Polly Porter, Rachel Miller and Drew Woodrich.

Phil Stewart began with a review of recent events at the "macro level." An outstanding field of American women have entered the USA Women's Ten Mile Championship, presented by America's Credit Unions. There are three Olympians racing: Janet Cherebon-Bawcom, Jen Rhines and Colleen De Reuck. Janet won the USA Women's 15K Championship at Gate River on March 9, earned the 2012 USA Running Circuit women's overall title, and race the 10,000m at the 2012 London Olympics. 3-time Olympian Jen Rhines currently trains in London; 4-time Olympian Colleen De Reuck (2004 Team USA) holds the women's course record (CR 51:16). All American women in the advanced start will be competing in the USA championship for a $14,400 purse; double dipping is allowed (the open women's purse is $20,500).

Phil expects to have the strongest field ever for both the men's and women's races; Kenyan Allan Kiprono will defend his men's title (CR 45:15), and Kenyan Caroline Rotich (2013 NYC Half female winner, 1:09:09) is the top female athlete entered.

A meeting has been held with the District of Columbia EMS staff to make arrangements for medical coverage during the race.

Confirmation brochures go out this week via email (notifying registrants of their bib numbers). Packets will be mailed this week to runners who paid for this service.

Phil briefly discussed the Unified Command Center Map; the phone number for CUCB Command Central is the same as last year. Aid stations on the map are designated alpha, bravo, etc. [This map will be sent electronically with the meeting minutes.]

Gatorade will be provided for Bill Orr's elites (5 cases), medical stations (2 cases), the hospitality tent, the awards tent, and volunteers (bulk of supply).

The 4:30 am water stop convoy will operate again this year, with Chris Tatreau's trucks and DrinkMore vehicles escorted by U.S. Park Police officers.

John Sissala has freshened up the mile markings on the course. Eve Mills has a sound system for the 5K.
George Tarrico, Becky Lambros, and Phil Stewart spent last weekend at the storage shed organizing material; Chris Tatreau will bring everything from the shed to the expo on Friday, April 5.

Rain slickers will be available in the volunteers/equipment tent, in case of rain. There will be Jumbotrons in the staging area; RunnerSpace.com will be streaming live video of the races. MarathonFoto is the participant photographer.

Staging area set up will start on Wednesday, April 3, and equipment tear down will be completed on Monday, April 8. U.S. Park Police officers will handle staging area security from Thursday morning through Monday. The National Building Museum (NBM) provides its own security during the expo.

Becky Lambros has organized a new V.I.P. packet pickup on Friday night for Potomac River Running (=PR=) training program participants, Children's Miracle Network (CMN) charity runners, and committee members; about 300 people are expected to attend the event on April 5. As Jen McCollum explained, labels on bottles of wine will be hidden by wrapping. For a $25 donation, attendees will pick a bottle to take home (value of wines range from $3-150 a bottle; committee members donated some of the bottles).

There is a new beer sponsor, Bier Baron (formerly known as the Brickskeller); they will donate 250 glasses of Cherry Blossom Festival-themed cherry flavored beer and snacks for the V.I.P. packet pickup. Bier Baron is primarily interested in the autumn kickoff reception.

During race weekend, there will be no Friday night committee meeting; shoes and Cherry Blossom apparel will be available at the expo on Friday. Radios can be picked up from Kenny Donovan during Friday evening or Saturday morning in the NBM. Additional radios can be obtained on race day in the volunteer tent.

Becky and Jen spoke about the expo; arrangements are running ahead of last year's schedule. 3 or 4 booths are still available for vendor rental. The NBM has another event race week, so arrangements are being finalized for occupying the Cherry Blossom space. Jen will manage the expo; Hargrove returns to set up the booths and decorate the expo.

New Balance (NB), having signed a 3-year contract, has chosen a smaller booth this year. The official Credit Union Cherry Blossom apparel and merchandise booth will incorporate NB-branded apparel. There is a NB ad, with the line "official shoe of the Credit Union Cherry Blossom Ten Mile," running in the Metro system.

The race t-shirts for runners will be laid out with all sizes available at each table to speed up the flow of foot traffic.

Phil Stewart noted that the full clinic speaker lineup has been finalized. Marathoner and 4-time men's champion Bill Rodgers, Running Times writer Matt McCue, Olympian Jen Rhines, marathoner Dick Beardsley, and Dr. Dan Pereles will present clinic talks.

Irv Newman reminded everyone to submit their sign requests to him.

George Tarrico spoke briefly about the staging area. There will be two medical tents, with one location close to 15th Street NW for quick access; an ambulance will standby on Constitution Avenue NW. Otherwise, the layout is similar to last year. Finisher medals will be distributed just past (west) of the food tables. The doping control tent is located near 14th Street and Jefferson Drive SW.
Candice Mothersille, George Tarrico, and Becky Lambros discussed the bag check tent location and line formation. The matting has been extended this year to increase open space on the 15th Street side of the tent.

Jim Marino said arrangements for course marshals are in good shape; they will rotate to the 5K. He needs the Northwest Federal Credit Union volunteers to show up on time this year.

Jean Arthur and Chris Tatreau exchanged information on water stop arrangements. There will be two start/finish water stops for the ten mile: there will be water placed on 15th Street and on the WMG infield.

Phil Stewart will order race vests for the Tatreau staff. Mike Bowen has retired from the race committee; a replacement truck driver is needed. Chris will supply 70,000 cups for water, and latex gloves for the Greening team.

Chris Tatreau's crew will hang race banners as a backdrop for the awards tent. Nancy Betress requested that the banners be secured at the bottom, also.

Rachel Miller and Polly Porter provided a summary of medical preparations; there are 84 volunteers and two dozen medical runners. They have spoken to Chris and Irv about signs and set up. There will be five medical tents on the ten mile course; one on the 5K course; and one medical person on the sweep bus, at the youth fun run, and at the expo. This year there are two medical directors, Betty Wang and David Martin.

Molly Barackman-Eder has been engaging runners via social media, including on Twitter.com at CUCB, to build buzz around the event.

Charles Walker has worked to speed up post-race finisher medal distribution by using two carts to hang the medals up (instead of placing medals on a table surface). Plastic wrap and boxes will be recycled as part of the Greening initiative.

If any committee member needs volunteers to pick up discarded material around a tent, get in touch with a member of the Greening team; they will be wearing specially marked shirts. The event is only two credits short of earning "gold" level certification. Becky complimented Peter Verasin's hard work that has brought "gold" within reach.

Muffet Chatterton noted that the online race merchandise store offers a selection of items; Molly has been promoting merchandise via social media. The virtual goody bag goes out to registrants in a week; there are 8-10 coupon slots in the email.

Any committee member wishing to purchase race merchandise without the NB logo should speak to Muffet or Arlene Solbeck at the expo; posters are also available. Becky stated that wireless terminals will be delivered to the NBM on April 1.

Jen McCollum inquired about parking passes for the bands providing on-course entertainment; Phil will send the passes out via FedEx. Becky added that parking passes for committee members will be mailed.

Becky Lambros just learned that the race has received 10,000 "Lara" bars for distribution in the post-race food area, in addition to the muffins and bananas.

Michelle Carter indicated that volunteers received an email during the week before this meeting; Michelle and Marsha Way will continue to send frequent reminder emails to volunteers. Committee members can forward any email inquiries they receive from volunteers to Michelle or Marsha, who will email a reply to those volunteers. Marsha added that there are unfilled volunteer
positions for Friday and Sunday. Marsha and Michelle will have volunteer lists for committee members at the expo.

Any committee member needing a Gator should contact Adam Lambros.

Creigh Kelley will do the race announcing with assistance from Keira D'Amato.

Becky has been talking to seven ambassadors, from countries that will be represented by athletes in the elite field, about attendance at this year's race. Last year, it was fun to host the Kenyan ambassador and have him participate in festivities. Eve Bramesco is handling the arrangements.

Phil Stewart concluded the meeting at 8:20 pm by encouraging anyone to email him or Becky as final preparations get underway during the next three weeks.

Respectfully submitted,

Drew Woodrich