

## **American Airlines Hill Country Race Director's Conference set for Freescale Marathon weekend**

December 15, 2004

*Courtesy: event press release*

The 2nd Annual American Airlines Hill Country Race Director's Conference will be held in conjunction with the 14th Annual Freescale Austin Marathon on the weekend of February 11-13, 2005 at race headquarters, the Hyatt Hotel on Town Lake in downtown Austin.

The American Airlines Hill Country Race Director's Conference is organized to provide regional race directors and their key volunteers, an opportunity to attend a high-quality conference presented by nationally respected speakers and to network among fellow road race directors and volunteers without having to travel a long distance to do so.

Last year, nearly 40 participants listened to conference speakers like Julia Emmons, race director of the Peachtree Road Race, the largest 10k in the world, David Monti, Elite Athlete coordinator for the New York City Marathon, and Rick Nealis, race director of the Marine Corps Marathon.

**"The American Airlines Hill Country Race Director's Conference is an exceptional way to hear about the current trends and issues in road race management in a comfortable setting and make connections with like-minded race organizers", said conference director Michele Ewalt. "Participants can attend the conference on Saturday and then participate in the Freescale Marathon on Sunday as either a runner, a VIP-spectator or as a 'behind-the-scenes' viewer who can be paired up with a race team leader".**

The conference will be hosted by James O'Brien of the New York Athletic Club. O'Brien is the publisher and editor of The Winged Foot magazine and is the former Editor of Running Times Magazine.

"We will have some of the most dynamic speakers in the country coming to Austin in February, including people like Bart Yasso of Runners World", said O'Brien, "but the real knowledge and energy is within the group of race directors who will make up the audience". "It will be an exciting weekend of learning and participating in one of the premier running events in the US and in one of the coolest cities in the world."

Topics to be covered this year will include:

- \* Great Races and the 10-things that make them great
- \* Getting the media involved
- \* The engine under the hood: Getting and keeping volunteers
- \* Medical Planning for your race
- \* The race director's toolbox. What every race director needs to have and know.

To register, go to the events page at [www.freescaleaustinmarathon.com](http://www.freescaleaustinmarathon.com). The conference fee is \$100 until February 6, 2005.

For more information on the American Airlines Hill Country Race Director's Conference or the Freescale Marathon, contact Diana Wightman at [diana@freescaleaustinmarathon.com](mailto:diana@freescaleaustinmarathon.com) or call (512) 478-4265 or toll-free at 1-877-601-6686.