

2014 Associations Workshop Schedule 15-17 August *(at Hilton Sacramento Arden West)*

[click here for the web link](#)

| Session | Date | Time | Session Title | Description |
|---------|-----------|----------------|--|--|
| A | 8/15/2014 | 9:00-12:00 PM | Association Accreditation Committee Mtg. | N/A |
| B | 8/15/2014 | 12:00-5:00 PM | Associations Executive Committee Mtg. | N/A |
| C | 8/15/2014 | 12:00-2:45 PM | Rookie Workshop | The Rookie Workshop will give all new comers to the Association Workshop a great foundational overview of the inner workings of the Associations. Attendees will learn about the various positions, responsibilities, processes and opportunities that exist within each Association and be able to get answers to questions specific to their experience and needs. If you are new to the Association please join us for this early session! |
| D | 8/15/2014 | 3:00-5:00 PM | Foundational Training | New in 2014! This session will offer different courses on the systems that you use every day. Whether you are new to the Association or would just like a refresher, this will be a great opportunity for you to ask the USATF Staff questions about how to best do your job within the Association. This time will be broken down into two one-hour time frames, each offering three sessions at a time. Attendees will be able to select which two you would like to attend. Sessions will include: USATF Network Website, Membership System, Club System, Sanction System and Email Marketing platform. |
| E | 8/15/2014 | 6:00-9:00 PM | Registration | N/A |
| F | 8/15/2014 | 6:00-9:00 PM | Welcome Reception | Join us for a poolside party to welcome the group. Hors d'oeuvres and drinks will be served for a quick mingle before you head out for dinner. |
| 1 | 8/16/2014 | 7:00-9:00 AM | Welcome Breakfast and Address | N/A |
| 2 | 8/16/2014 | 9:15-10:15 AM | Regional Meeting Breakouts | Regional Meeting breakouts will again lead the workshop. Within these meetings, each attendee will be able to identify key opportunities to collaborate, learn from other Associations and address questions that come up in these meetings in the subsequent sessions. It will be a collaborative start to a productive workshop! |
| G | 8/16/2014 | 10:00-5:00 PM | One-on-one Sessions | One on one sessions will be available for signups once again. These mini meetings will give you the opportunity to meet with various USATF Staff members and our partners. If you have a specific question, this will be the perfect time for you to sit down to discuss it with the appropriate contact at the National Office. |
| H | 8/16/2014 | 10:15-10:30 AM | Morning Break | N/A |
| 3 | 8/16/2014 | 10:30-11:45 AM | Position Specific Breakouts | In these sessions, we will break out into position specific groups for the positions of President, Membership and Club Chairs, Sanction Chair, Secretary, Treasurer and Communication Chair. Each meeting will include updates pertinent to the position, address challenges facing the position and identify opportunities to enhance the positions' impact within your Association. Attendees not holding any of these positions will be grouped together to have discussion on their individual positions during this session. |

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| 4 | 8/16/2014 | 12:00-1:15 PM | Lunch: Outstanding Association Awards | N/A |
| 5 | 8/16/2014 | 1:30-2:30 PM | Run Jump Throw Training | USATF and Hershey's have partnered to create the new Run Jump Throw program. This program will serve as the legacy of the Hershey's Track & Field Games and offer a wonderful opportunity for your Association to reach new potential youth members. This session will give an overview on the Run Jump Throw program, timeline for roll out, key information on how you can support the program and a brief run through of some of the unique curriculum. |
| 6 | 8/16/2014 | 2:40-3:45 PM | Safe Sport Implementation Training | SafeSport, a USOC mandated program will have key program components that begin in 2015. This session will give an overview on the program as well as lay out the specifics of what USATF is doing to keep our athletes safe. |
| I | 8/16/2014 | 3:45-4:00 PM | Afternoon Break | N/A |
| 7 | 8/16/2014 | 4:00-5:00 PM | USATF Marketing Training | This marketing session will provide all attendees an important insight to the marketing initiatives that the National Office is rolling out for 2014 and 2015. Programs to be discussed include USATF Rewards, email marketing, USATF brand updates, promotional opportunities and more. All in attendance will leave with an in depth understanding of some best practices to keep your Association up with our most effective methods for reaching new members and serving current members. |
| J | 8/16/2014 | 5:30 PM | Evening Activity | TBD |
| 8 | 8/17/2014 | 7:30-8:30 AM | Breakfast | N/A |
| 9 | 8/17/2014 | 8:45-12:00 PM | Round Robin Mini Sessions | <p>During our last few hours together, we will spend time hearing from other Associations that have experienced success in a variety of ways. Here are the topics that we will discuss:</p> <ul style="list-style-type: none"> • Learn how the New York Association is using email marketing to highlight members' accomplishments • See the success of the So Cal Associations' Event Director appreciation event • Learn best practices for setting up a Grand Prix series from the Pacific Association • Get great tips on promoting membership at local LDR events from the Georgia Association • Thinking of instituting an internship program? Talk to other Associations that have successfully implemented one and how to get started. • Interested in the Association Assistance Program offered through the National Office? Speak to Kelsey Mims and reps from the participating associations • Do you have a Risk Management and Medical Services position in your Association? The Pacific Association will show you why these are important, how they operate these positions and help you set yours up for success. |