

DC TRIATHLON CLUB

2011 Annual Report

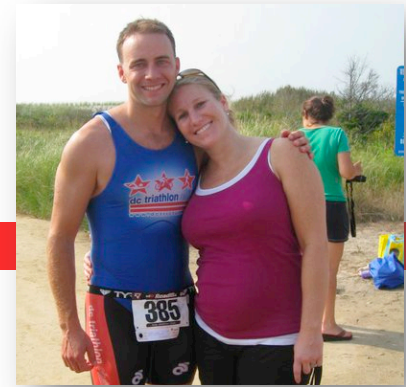


Vice President's Report

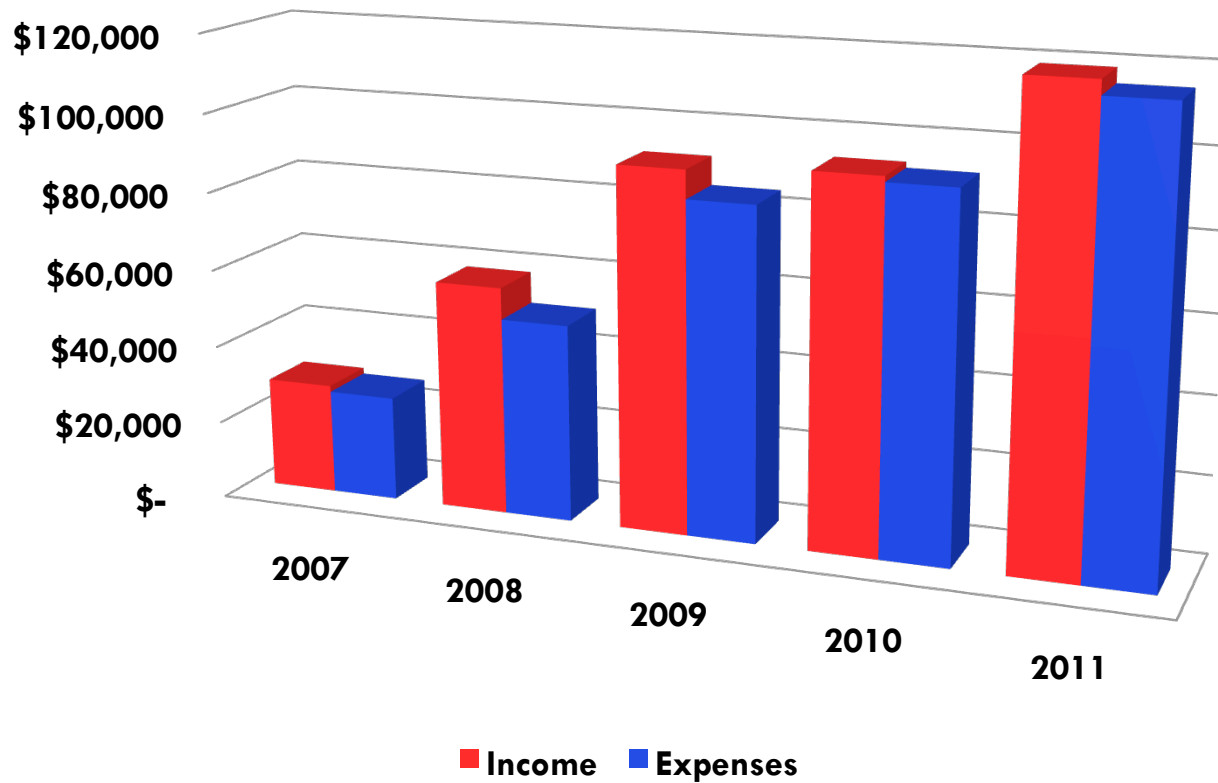


- 100% volunteer organized club
- Provide volunteers for all training tri's, duathlons, brick-nics, and clinics
- Main volunteer organization Multisport Convention and Expo, DC Triathlon, and Nations Triathlon

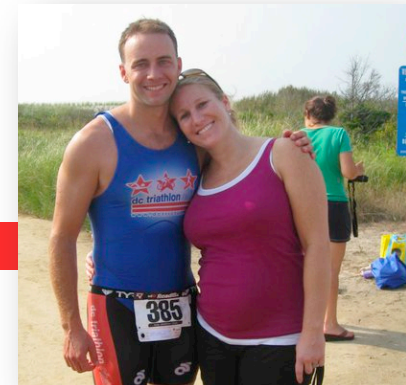
Treasurer's Report



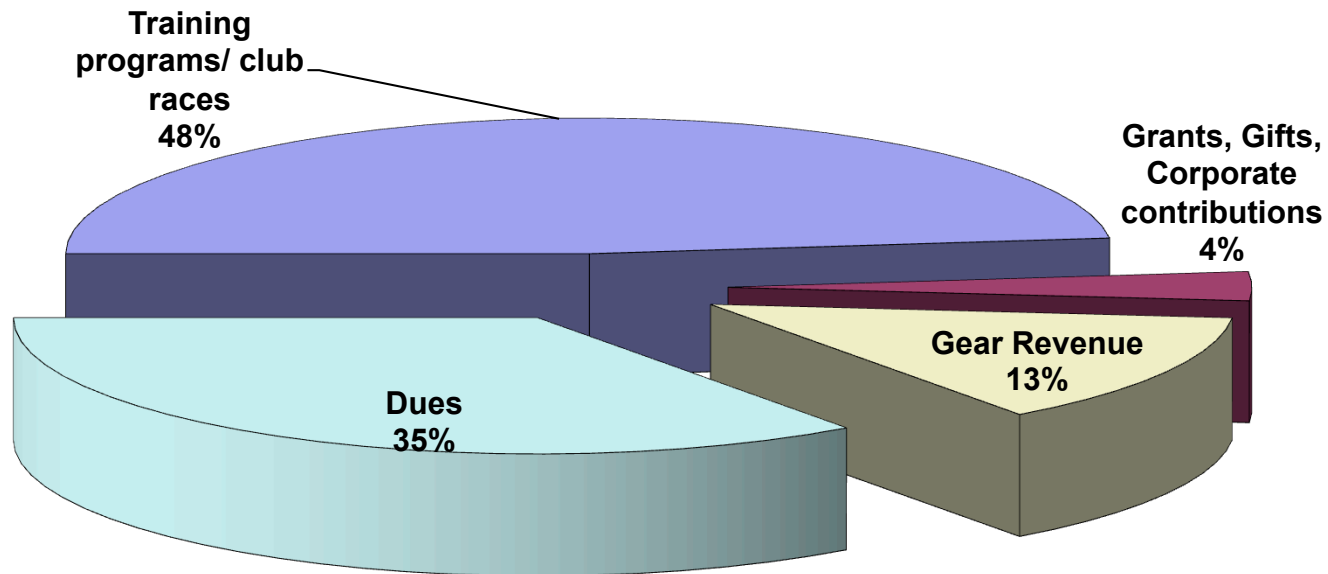
DC Triathlon Club Annual Budget 2007-2011



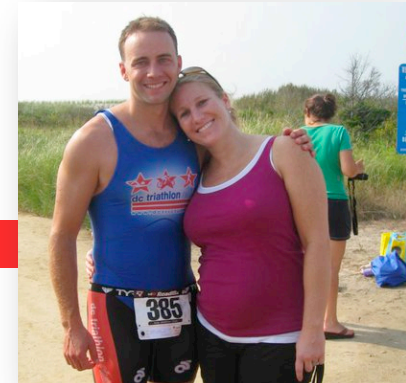
Treasurer's Report



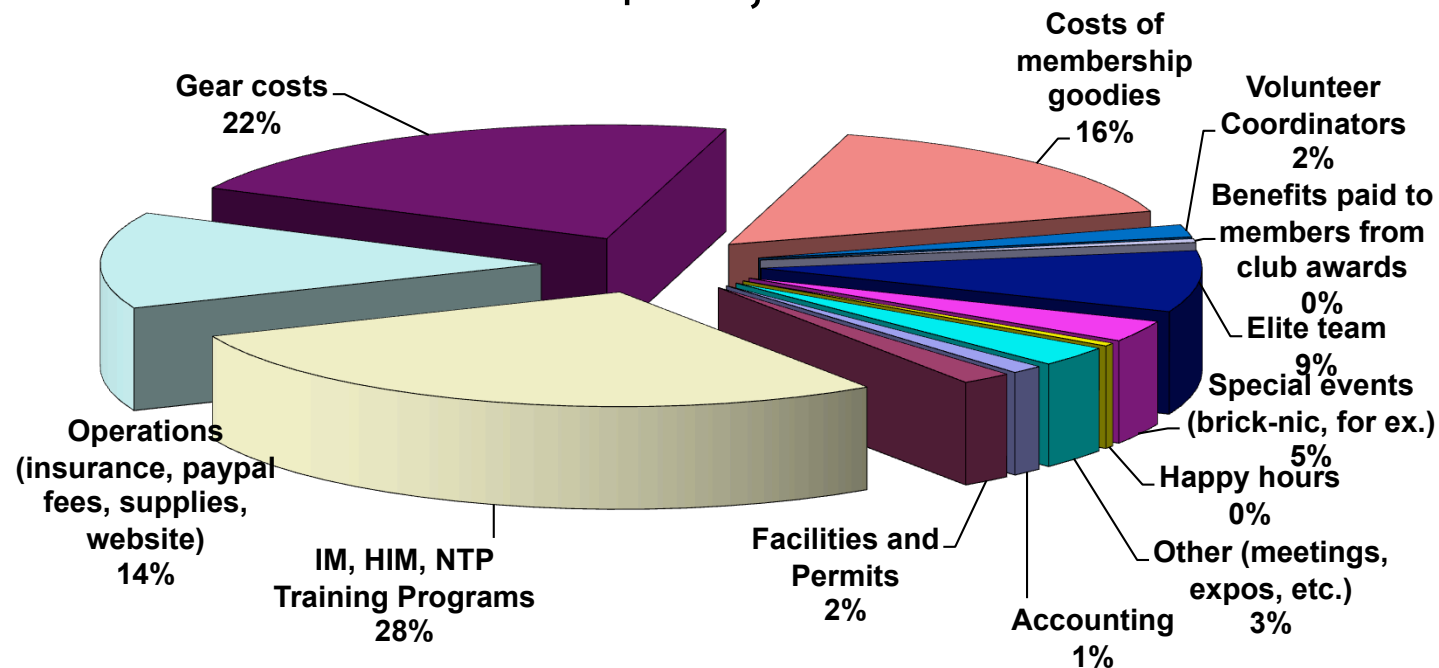
DC Triathlon Club Budgeted Income 2011: \$119,032



Treasurer's Report



DC Triathlon Club Budgeted Expenses 2011: \$115,324



Secretary's Report



- Membership grew 6% in 2011
 - ✓ Active Members: 1121 (as-of Dec 1, 2011)
- Launched member lookup capability, enabling merchant partners ability to validate members and honor discounts
- Provided customer service and issue resolution for members

Programs



New Triathlete Program (NTP)

- 20-week program (training plan, mentoring, clinics and more)
- 2011 – largest class ever (185)
- 2012: 1st Class: Goal Race – Washington, DC Triathlon
 - ✓ Information meeting: January 21st
 - ✓ Registration opens: January 22nd
 - ✓ Program begins: January 29th
- Adding 2nd class in Spring 2012: Goal Race – Nation's
- Visit www.dctriclub.org/ntp for more information

Co-leaders: Bryan Frank, Travis Siehndel, Will Grant, Casey Creech, Pam Simmonds, Rachel Magnus, Katie Hatheway & Ryan Troll

Programs



Half Ironman Program (HIP)

- Registration for 2012 will open December 19th
- 20 week program
- Two key races – Eagleman (June 10th) and the new Washington, DC 70.3 (August: TBD)
- Coach – AJ Morrison
- Looking for two dedicated HIP program coordinators

Programs



Ironman Program (IMP)

- Registration will open December 19th
- New coach will be announced soon!!
- 6 month program
- Program will start in January to get prepared for summer and fall Ironman races
- Looking for two dedicated IM program coordinators

Programs



Masters Swim Program

- Launched in October 2011 (Pilot)
- Joint venture: DC Triathlon Club and WaveOne Swimming
- Quarterly program
- Wilson Aquatic Center: M/W/F (7-8p)
- Dedicated coaching staff
- Focus: technique and endurance building
- Expanding program in 2012

Co-leaders: Julianne Miata and Catharine Myung

Programs



Online Program (New in 2012!)

- Replacing Olympic Distance Program
- Coaches to design programs for members to purchase
- Plan to add a speed training program in 2012
- Compile a list of coaches to have available to members and who would like to get involved with DC Tri programs/clinics
- Send coaching resume and contact information to programs@dctrclub.org

Programs



DC Tri Snapple Team (New in 2012!)

- Successful 2011 (many overall and age group podium finishes)
- Team bios added to website
- New 2012 DC Tri Snapple team was formed and announced in October; team members are listed on DC Tri website
- Currently working with graphic designer to combine DC Tri and Snapple kits for the team
- More structured team with 20 athletes representing two great clubs
- Some great discounts will also be available to all club members

Events & Social



- 24 happy hours, monthly club-wide and regional
- Several shopping nights at Partner stores (Fresh Bikes, Rev. Cycles, The Bike Rack and Potomac River Running Store)
- Multiple fun Bike clinics were organized covering important topics such as, bike maintenance, speed, strength, transition and hill intervals and workouts
- A large social bike ride and summer BBQ was organized at Revolution Cycles focusing on group riding skills and hill workouts
- In partnership with the High Cloud Foundation, a successful fundraiser for ACHIEVE Kids was organized in the summer bringing more than \$3000 in revenue for the kids
- A successful Race Planning Seminar and shopping night was conducted covering the main aspects of organizing a triathlon race schedule
- The Annual “So you want to be an Ironman” Seminar was successfully held in November with more than 60 members attending the event and a selective group of Panelists.

Training



Club Competitions

- Mid-Atlantic Regional Champions!
- Second Place at National Championship, many individuals placed

Training Events

- Indoor Cycling
- Columbia and Myrtle Brick Nics
- Swim A Thon
- Deep Creek Training Weekend

Weekly Training

- Recognition for consistent leadership of workouts

Workout leaders: Hillary Cairns, Carrie Campbell, Hillary Peabody, Tuan Nguyen, Travis Seindhel, Patrick Serfass, Elaine Wong

Race Director



- Swim meets: 2 at CUA
- Duathlons: 3 in the spring
- Training triathlons: 3 in the summer; new double transition added
- Time Trials: 3 held; more may be added next year
- Turkey Trot: collected canned goods for local charity
- Huge thanks to anyone who volunteered for these events

Communications



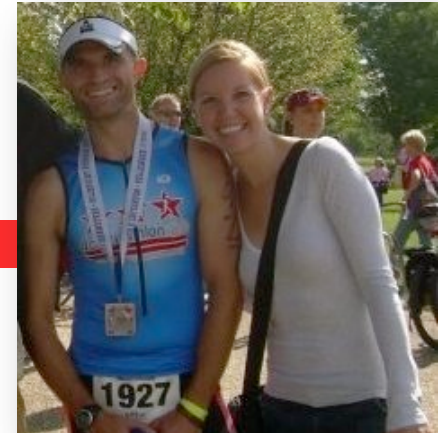
- Wrote the weekly newsletter (comprehensive and on time!)
- Established a strong presence on Facebook and Twitter, tripling our usage and engagement on both platforms this year
- Broadened our content offerings to include articles and posts from our partners, triathlon news sources, subject matter experts, and a special series ("The Training Diaries")

Web Development



- Worked with our web development partner (Blue on Blue) to launch improvements such as the interactive calendar, greater social media integration, and a longer lasting login for the forum
- Created a technology strategy plan
- Launching a site redesign, including improved navigation (coming soon!)

Club Marketing



- Developed club promotional collateral
- Club presence at multiple expos:
 - ✓ Multisport Expo, Washington, DC Triathlon Expo, Nation's Triathlon Expo and ATM Expo
- Launched 2 membership promotions
 - ✓ Washington, DC Triathlon Expo – Jet Blue package give-a-way
 - ✓ Nation's Triathlon Expo – Discounted membership promo

Partnerships & Gear

- Developed a partnership strategic plan
- 21 “Formal” club partnerships
- 6 new partnerships introduced In 2011
- Expanded all partner relationships (Discounts, Events, Content, Special Service, etc)
- More awards given (168 Awards Totaling \$12K)
- Introduced Champion System Direct Buy Option
- Offered more gear options including casual apparel (on sale at Annual Event!) and distributed more gear



Gear Team: Andy Blatecky and Karen Willard

2012 Partner Lineup

